The City of Edinburgh Council job description

Post title	Digital Communications and Customer Lead
Directorate	Chief Executive's Office
Service	Communications
Responsible To	Head of Communications
Number of post holders	1

Purpose of job

In this role, you will use your digital expertise to support the delivery of the Council's business plan through digital platforms, including content generation, social media and improving the customer journey online.

You will plan, organise and deliver digital communications, promoting the Council's services, people and places and telling the stories of the many thousands of Edinburgh residents who benefit from our services.

You will influence our digital approach, working closely with our Customer team and other service areas to ensure all channels meet user needs, improve customer journeys and make the Council as easy to deal with as possible.

The what - major tasks and job activities

1. Contribute to the development and delivery of the Council's strategic customer and communications approach. With your detailed knowledge and understanding of social media, customer and digital platforms, you will develop compelling, creative content as well as designing and implementing social media campaigns. More widely, you will also contribute to multi-media campaigns and initiatives led by the communications team.
2. Take a lead role in managing the Council's corporate social media channels. Advise and make recommendations on how these channels should continue to be used effectively and developed to keep pace with emerging trends.
3. Play a key role in developing our digital approach to ensure all channels meet user needs, enhance service accessibility and improve the overall citizen experience.

4. Take a lead role in shaping how our residents experience our services online, making sure our customer communications are clear, inclusive and accessible. You will utilise strong stakeholder management skills to influence and support colleagues in Communications, Customer and other Council service teams to develop skills and knowledge across all digital platforms, content creation and digital story-telling approaches.
5. Manage content scheduling and publishing across the Council's main social media accounts to ensure optimal engagement with key audiences.
6. Devise and manage monitoring and analytics, including using social listening tools and insight, to inform digital output and provide real-time reporting with recommendations for improved performance.
7. You will act as the contract/supplier manager for social media and related digital platforms, including procurement activity.

The how - knowledge and skills, creativity and innovation, contacts and relationships, decision making

You'll bring:

- a relevant degree eg digital communication, digital media and production (or equivalent experience)
- up-to-date and thorough knowledge and understanding of digital, online and social media practices and principles, and keeping pace with emerging approaches/developments.
- good analytical skills and the ability to communicate clearly with a variety of internal and external stakeholders. You will have the ability to multi-task and manage multiple priorities.
- creativity and not be afraid to develop new and creative approaches to storytelling
- proactive, strategic, and resilient qualities and be able to handle a busy workload, work accurately at pace, and prioritise effectively to deliver against your objectives
- flexibility in taking on different activities to accommodate team requirements which will require occasionally working out of normal working hours
- a solid understanding of customer journey and experience of designing and delivering good user experience, and of applying user insight.
- sound analytical skills with the ability to resolve complex problems, manage conflicting issues and work to tight deadlines.
- The ability to demonstrate a commitment to improving the level of service to all customers, with the ability to challenge, senior leaders and colleagues to achieve this.

You should have experience of:

- working in a large, complex environment and guiding/influencing senior leaders and service teams on complex and potentially sensitive issues.

- excellent planning, stakeholder engagement and project management skills, demonstrated through successful delivery of a range of complex communication activities and projects
- developing and delivering successful social media communication campaigns, advertising and social media channel management
- applying accessibility, usability and inclusive communications principles
- working independently with relevant specialised systems, equipment and/or IT software
- using a variety of digital and non-digital channels as part of communications project delivery
- using analytics and relevant tools to understand how residents are finding and using our services and online channels, and of translating insight into action

Environment - work demands, physical demands, working conditions, work context

While this role will generally be office based, there will be requirements for the post holder to work at other locations and at live events therefore the successful candidate should be:

- able to cope and function effectively when in a demanding and dynamic, constantly changing environment
- emotionally resilient, flexible, creative, self-starter, focused
- organised and able to meet tight deadlines
- able to respond to a changing pattern of demands at work which can be unpredictable and unplanned requiring constant shifts of priority.

Supervision and management of people

While this post does not have direct line management responsibilities, you will be expected to represent the Communications team on various project teams from diverse areas of the Council, making sure objectives are agreed and met, and that agreed outcomes are successfully achieved on time and within any agreed budget parameters.

You will provide support and guidance to colleagues across the Council and mentoring support to junior members of the team.

Resources the job holder will be responsible for

The postholder will ensure the corporate and customer facing communication channels are adhering to relevant information governance policies and procedures eg GDPR, Integrated Impact Assessments (IIAs), data protection and sharing.

Responsible for council social media channels and other business systems that are owned by the Communications team.

Additional information - health and safety (DO NOT AMEND THIS SECTION)

Protecting the health and safety and welfare of our employees, and our third parties including members of the public, contractors, service users and pupils, is the starting point for a forward-thinking Council.

All employees' responsibilities:

1. Taking care of their own health and safety and welfare, and that of others who may be affected by their actions or omissions.
2. Co-operating with management and following instructions, safe systems and procedures.
3. Reporting any hazards, damage or defects immediately to their line manager;
4. Reporting any personal injury and work-related ill health, and accident or incident (including 'near misses') immediately to their line manager, and assist with any subsequent investigation, including co-operating fully with the provision of witness statements and any other evidence that may be required.

Line managers have additional responsibilities for ensuring all health and safety risks under their management are identified, assessed and controlled, with specialist input from H&S Advisers and others including Occupational Health where required. Where the risks cannot be adequately controlled the activity should not proceed.

Additional information can be found in the Council Health and Safety Policy.