

BROXTOWE BOROUGH COUNCIL

JOB DESCRIPTION

Directorate:	Executive Director
Division:	Communications, Cultural and Civic Services
Post No & Job Title:	C39 – Digital Communications Officer
Grade:	Grade 7
Responsible to:	C112 – Principal Communications and Cultural Services Officer
Responsible for:	No responsibility for employees
Job objective:	To plan, deliver and evaluate digital marketing and communications campaigns that promote the Council's services and initiatives, and community engagement priorities. The postholder will use a range of digital tools and platforms to reach residents, businesses, and partners, supporting the Council's strategic objectives and enhancing its reputation.

Main Duties and Responsibilities:

1. Plan, create and deliver targeted digital communications and engagement campaigns across social media, email and web platforms.
2. Develop content calendars aligned with Council priorities, events and campaigns.
3. Use analytical tools such as google analytics and meta insights to monitor campaign performance, feed into departmental KPIs and adjust strategies for maximum engagement.
4. Write, edit and publish high-quality content that is clear, accessible and aligned with the Council's tone of voice.
5. Produce engaging multimedia content (graphics, video, photography) for use across digital channels using tools like Canva.
6. Co-ordinate updates to the Council's website and intranet using the Council's content management system, ensuring it meets best practice and accessibility standards.
7. Lead on web accessibility for the Council, including designing and delivering training to colleagues and monitoring and actioning flagged accessibility issues.

8. Co-ordinate resident e-newsletters and stakeholder updates using the Council's Email Me Service.
9. Maintain and grow the Council's social media presence, ensuring timely and effective engagement with residents.
10. Support customer service and reputation management through proactive and reactive digital communications.
11. Segment audiences and tailor messages to improve open and click-through rates.
12. Work with services across the Council to support campaigns on corporate priorities.
13. Advise colleagues on digital best practice and accessibility standards.
14. Respond to media enquiries to protect and enhance the Council's reputation as part of the wider Communications Team.
15. Support crisis and emergency communications as required.
16. Carry out any other duties that are within the scope and grading of the post which could also be requested by the line manager or Head of Service.

DESIGNATED CAR USER

A designated car user status has been attached to this post.

SPECIAL CONDITIONS

Duties may include attendance at evening meetings and/or work outside normal office hours.

RESTRICTIONS

This is a politically restricted post.

This post is subject to exemption with reference to the Rehabilitation of Offenders Act 1974.

NOTE

The above job description sets out the main responsibilities of Digital Communications Officer but should not be regarded as an exhaustive list of the duties that may be required. As duties and responsibilities change and develop the job description will be reviewed and be subject to amendment in consultation with the post holder during the Personal Development Review process.

All employees are expected to maintain a high standard of service delivery and to uphold the Council's policies in accordance with equality and diversity standards, and health and safety standards, and to participate in training activities necessary to their job.