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| **Job Title:**  | Digital Content Officer  | **Date:**  | 25/10/22  |
| **Reporting Line:**  | Senior Campaigns and Behavioural Change Manager  | **Salary:**  | Grade 5  |
|  **Team:**  | Communications & Engagement Team  |  **Business Area:**  | Communications/Waste and Resources  |
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| **JOB PURPOSE**  |
|  To manage the Recycle for Greater Manchester social media channels, developing engaging content and monitoring and evaluating the channels to improve our reach. You will be working across a busy team supporting our communications, education service and behavioral change campaigns. The Recycle for Greater Manchester website and social media channels help residents to understand and fully participate in the recycling services both at home and at the household waste recycling centres across Greater Manchester.    |
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| KEY RESPONSIBILITES |
| * To create, develop and deliver social media content that reflects and supports the high-profile, structured programme of targeted and Greater Manchester-wide campaigns and key messages outlined within the Recycle for Greater Manchester communications strategy.
* To support the Senior Digital Content Officer in developing and uploading content to the Recycle for Greater Manchester website, newsletter and other digital channels.
* To work in partnership with waste collection authorities, housing authorities and other key stakeholders to deliver communication campaigns to Greater Manchester residents ensuring a consistent and clear message.
* To provide digital and social media support to assist in the delivery of communication campaigns and education services.
* To produce content and toolkits for district communications teams and other key stakeholders within Greater Manchester.
* To monitor live social media feed to monitor the national landscape, manage advertising and post regularly on social media channels (including Facebook, Twitter, Instagram, LinkedIn, YouTube).
* To respond to enquiries received via social media and email, ensuring a response is prepared and a reply sent in a timely fashion as appropriate.
* Assist the team in providing digital analytics data, metrics, dashboards and insight to support communications activity.
* Assist the team in ensuring high digital content standards are implemented and maintained - for example compliance with Accessibility and Privacy legislation.
* Adopt new approaches, tools and technologies to ensure the team's digital approach remains up to date, innovative and effective.
* To commission the design of communication materials, which includes developing design briefs and working with external design and print agencies to design communications materials which are engaging and reflect the R4GM and GMCA brands.

**General*** To keep abreast of new developments, horizon scanning for new initiatives and innovation specifically in relation to digital and social media content creation.
* Develop and maintain effective relationships with internal customers and external suppliers.
* When required, support colleagues and internal stakeholders to improve their familiarity and skills with our digital tools and processes.
* Safeguard and enhance the public image and reputation of GMCA and Recycle for Greater Manchester
* Accountable for ensuring the H&S responsibilities against the role are met, by wearing appropriate PPE and following health and safety protocols on the waste treatment sites.
* Recognise and respond to the political environment and expectations in the context of Behavioural Change, addressing any sensitivity and taking an appropriate view of service priorities and requirements.
* Support the communications and behavioural change team by attending educational visits and events as and when required
* To provide a copywriting service to the team and key stakeholders where appropriate, drafting articles for inclusion in newsletters, information leaflets, posters and other corporate documents ensuring they are engaging and reflect the organisation’s brand guidelines.
* To keep updated on contractual changes in relation to the waste and resources contract

NB: This list of duties and responsibilities is by no means exhaustive, and the post holder may be required to undertake other relevant and appropriate duties as required. |

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| **KNOWLEDGE, SKILLS AND EXPERIENCE** |
| **Knowledge & Experience*** Good standard of education including numeracy and literacy, GCSE or equivalent (essential)
* Relevant experience in a communications or social media role
* Experience of delivering to set deadlines and changing priorities
* Experience of producing engaging digital content
* Experience using digital analytics tools, e.g. Google Analytics and social media insight tools
* Experience of using a wide variety of social media platforms to increase reach and engagement
* Ability to convey thoughts concisely and explain complex issues in a clear and simply way
* Ability to produce high quality digital content and information to tight deadlines
* Experience of researching, writing, editing, and targeting information to the intended audience
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|  **Desirable*** + Knowledge of the waste industry/local Government/environmental services sector/recycling sector
	+ Experience of using content management systems to update and maintain websites
	+ Experience of account management with agencies used for digital / design and / or marketing purposes
* Qualification in communications / media or other relevant discipline
* Basic ability to use graphic design software, e.g. Adobe InDesign, Illustrator etc.
* Experience with using website content management systems
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# Skills & Behaviours

* + Good administrative and organisational skills and a good standard of IT skills relevant to the role
	+ Excellent communication skills, both orally and in writing including grammar and spelling with attention for detail.
	+ Methodical approach and ability to prioritise workloads
	+ Organisational, diary and time management skills
	+ The ability to explain and describe complex processes in an engaging way to the public
	+ Commitment to a high standard of customer care and public service
	+ The ability to manage and diffuse sensitive situations
	+ Ability to develop and maintain positive and collaborative working relationships across the organisation and externally
	+ Able to demonstrate discretion and maintain confidentiality
	+ Flexible, innovative and persuasive approach
	+ Commitment to personal professional development and learning
	+ Willingness to work flexibly as some evening and weekend work will be required
	+ Willingness and ability to travel across Greater Manchester when required (individuals providing their own vehicle for use will be eligible for casual car user rate)

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| **KEY RELATIONSHIPS** |
| * Bolton, Bury, Manchester, Oldham, Rochdale, Salford, Stockport, Tameside and Trafford Councils, including waste management and communications officers
* Executive member for waste in each council
* Waste and recycling committee members
* Operational contractor responsible for managing the waste treatment sites
* Waste management collection contractors
* GMCA portfolio holders
* Director of Waste and Resources Team
* Director of GMCA Communications and Engagement and Communications and GMCA Engagement team
* Partner Agencies working on relevant projects and functions in Greater Manchester and nationally, such as Wrap, Recoup, Defra, Environment Agency, Keep Britain Tidy.
* Consultancies and supplier agencies
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# Corporate Duties

Avoid any behaviour which discriminates against your fellow employees, or potential employees on the grounds of their sex, sexual orientation, marital status, race, religion creed, colour, nationality, ethnic origin or disability.

Safeguard at all times confidentiality of information relating to staff and pensioners. Refrain from smoking in any areas of Service premises.

Behave in a manner that ensures the security of property and resources. Abide by all relevant Service Policies and Procedures.

**Records Management/ Data Protection -** As an employee of the GMCA, you have a legal responsibility for all records (including employee health, financial, personal and administrative) that you gather or use as part of your work with the Service. The records may be paper, electronic, audio or videotapes. You must consult your manager if you have any doubt as to the correct management of the records with which you work.

**Confidentiality and Information Security -** As a GMCA employee you are required to uphold the confidentiality of all records held by the GMCA, whether employee records or GMCA information. This duty lasts indefinitely and will continue after you leave the GMCA employment. All employees must maintain confidentiality and abide by the Data Protection Act.

**Data Quality -** All staff are personally responsible for the quality of data entered by themselves, or on their behalf, on GMCAs computerised systems or manual records (paper records) and must ensure that such data is entered accurately and, in a timely manner, to ensure high standards of data quality in accordance with Departmental protocols.

To ensure data is handled in a secure manner protecting the confidentiality of any personal data held in meeting the requirements of the Data Protection Act.

**Health and Safety -** All employees of GMCA have a statutory duty of care for their own personal safety and that of others who may be affected by their acts or omissions. Employees are required to co-operate with management to enable GMCA to meet its own legal duties and to report any circumstances that may compromise the health, safety and welfare of those affected by the Service’s undertakings.

**Service Policies -** All GMCA employees must observe and adhere to the provisions outlined in these policies.

**Equal Opportunities -** GMCA provides a range of services and employment opportunities for a diverse population. As a GMCA employee you are expected to treat all employees / partners / members of the public and work colleagues with dignity and respect irrespective of their background