

JOB SUMMARY

Post Title	<i>Social Media and Marketing Manager</i>						
Job Family	<i>Business Support</i>	Pay Range	11	Line Manager to others?	Yes	Role profile ref	<i>BS11</i>
Service Area	<i>Strategy – Communications and Engagement</i>						
Line Manager	<i>Communications and Engagement Manager</i>						
Location	<i>Agile – County Hall and Home Working, fieldwork when needed</i>						

Job Purpose

As the Social Media and Marketing Manager for the council, you will work proactively across the organisation to develop and deliver a fully branded social media strategy that engages effectively with our community.

You will be proactive, up to date with the latest digital media and communications trends and champion them with the communications team and wider colleagues to encourage a digital first approach for the Isle of Wight Council’s communication campaigns and marketing.

Job Context (key outputs of team / role to provide some specific examples of role profile accountabilities)

- Responsible for supporting and implementing digital communications and marketing strategies, including organic and paid for social media, email marketing, ensuring content is accessible.
- Using a best practice approach, recommend and apply solutions that build and develop the council’s digital communication channels. Develop partnerships that promote our key messages across multiple social media platforms including organic and paid for content.
- Work with departments to create, execute and monitor marketing campaigns to time, quality, and cost. Identifying customer touch points and assess end to end customer experience across with diverse digital channels.
- Create engaging and accessible content across all platforms, supporting the embedding of this throughout the organisation (to include videography and photography)
- Use key analytics and other research methods to understand specific trends on each platform and be able to adjust accordingly when needed, keeping up to date on emerging trends and best practices in the social media and digital marketing landscape.
- Proactively work closely across all council services to promote campaigns and create growth across all platforms, linking with media colleagues in service areas to ensure a consistent approach. Setting and reporting on key performance indicators.
- Review existing and identify new channels and strategies for online growth.

JOB SUMMARY

- Develop a network of ambassadors for the council's social media presence.

Knowledge, Skills and Experience

Role Profile requirements.	Job specific examples.	Essential	Desirable
Substantial relevant experience of working in the service area / profession, with evidence of appropriate specialist knowledge of relevant systems, policies, regulations, professional guidelines and legislation.	<i>Substantial experience of working with digital marketing and communications channels including social media, email marketing, e-newsletters.</i>	E	
	<i>Experience of successfully developing and delivering digital communications campaigns and initiatives.</i>	E	
	<i>Experience and knowledge of the application of digital accessibility requirements and the Privacy and Electronic Communications Regulations (PECR) regulations.</i>	E	
Authoritative knowledge of the specialist work practices, systems, policies, procedures and professional guidelines relevant to the work area.	<i>A sound understanding of SEO, web traffic metrics and keyword search and how this applies to wider digital communications channels.</i>	E	
	<i>Knowledge and experience of creating paid for campaigns.</i>	E	
Relevant experience within a large organisation, delivering similar services, with evidence of specialist knowledge and work responsibilities appropriate to the role.	<i>Experience within a local authority or larger organisation with multiple areas of business.</i>	E	
Proven ability to undertake and apply research to inform practice.	<i>Be comfortable with taking initiative and testing new strategies.</i>		
	<i>Experience of researching best practice for digital media solutions.</i>	E	
Excellent communication and interpersonal skills with the ability to engage effectively with a range of audiences and explain specialist information in a way which a non-specialist can understand. Proven ability to build relationships and engage successfully with the stakeholder community.	<i>Demonstrate excellent communication skills that evidence engaging with our wider community.</i>	E	
	<i>Excellent networking skills to form relationships with influencers and other key players.</i>	E	
	<i>Social media content creation skills including photography, video, and artwork.</i>	E	
Good record keeping, report writing and presentational skills.	<i>Experience of presenting effectively in meetings and within teams to a varied audience, and able to deliver training on digital comms and marketing using a variety of channels.</i>	E	D

JOB SUMMARY

	<i>Ability to write effective business reports as and when required and maintain relevant service records.</i>		
Good planning and organisational skills, with proven ability to prioritise and co-ordinate workloads, monitor and evaluate work, to ensure standards, outcomes and deadlines are achieved. Proven initiative and judgement to identify and resolve problems.	<i>The ability to think and work proactively, strategically, and creatively</i>	E	
Excellent ICT skills - including use of Microsoft applications and specialist systems which support procedures and record keeping.	<i>Solid knowledge of computers and relevant operating systems and software programs</i>	E	
Managers possess experience or training sufficient to ensure financial processing and / or budget monitoring is completed accurately.			D
Knowledge and experience of contributing to the development of policies, procedures and practices.	<i>Good understanding of best practice and legislation relevant to digital comms and marketing, and ability to develop key principles and policy framework for digital media channels.</i>	E	
	<i>Knowledge and ability sufficient to develop and deliver best practice guidelines and learning content for staff on the effective use of digital media channels.</i>	E	
Proven initiative and judgement to research, identify and resolve problems.			D
Proven ability to cope with conflicting and changing demands through good time management and the ability to work under pressure.		E	
Manager only Proven ability to manage staff, to monitor their performance and if necessary, take corrective action.	<i>Previous experience of successfully coaching, mentoring or supporting others in the delivery of digital comms and marketing.</i>	E	
	<i>Ability to set meaningful and realistic objectives and manage and monitor performance.</i>	E	
	<i>Experience on monitoring the performance of campaigns and initiatives and adapting to emerging issues.</i>	E	
Experience of managing projects, which impact the area of specialism.	<i>Be adaptable to change, different workloads and being able to manage different projects at the same time</i>	E	
Qualifications			
Role Profile requirements.	Job specific examples.	Essential	Desirable

JOB SUMMARY

Educated to level 4 up to first degree standard or equivalent experience in a relevant subject.	<i>Level 4 qualification in a relevant subject such as the Creative Digital Media National 4 or equivalent experience.</i>	E	
Relevant professional / vocational qualification.	<i>Certificate In Professional Digital Marketing / Certificate in Professional Marketing or similar</i>		D
May require relevant certifications including evidence of fluency in English language.		E	
Other Requirements			
<i>May be required to undertake additional duties as commensurate with role and grade including on call as part of the comms and media rota.</i>			

<https://ico.org.uk/for-organisations/direct-marketing-and-privacy-and-electronic-communications/guide-to-pecr/what-are-pecr/>