

Assistant Digital Communications Officer

Role Profile

Job Title:	Assistant Digital Communications Officer	Date:	Oct 2020
Reporting Line:	Digital Manager	Job Level:	Grade 4
Team:	Communications and Engagement	Business Area:	Communications and Engagement

JOB PURPOSE

To support the work of the Communications and Engagement Team across a range of digital communication disciplines including assisting with videography, virtual events, graphic design, website administration, analytics and social media.

The role holder will support all elements of the wider communication team's work and contribute to activities that support the Mayor and Deputy Mayor of Greater Manchester, portfolio holders, and Greater Manchester Combined Authority (which includes Greater Manchester Fire and Rescue Service) .

RELATIONSHIPS

- Greater Manchester Combined Authority employees
- Greater Manchester Fire and Rescue Service employees
- Communications and Engagement colleagues across Greater Manchester

KEY RESPONSIBILITIES

- Support the Communications and Engagement Team in publicising and promoting the work of GMCA, the Mayor, the Deputy Mayor for Police, Crime and Fire, and Greater Manchester Fire and Rescue Service.
- Support the Communications and Engagement Team in delivering digital solutions for GMCA, the Mayor, the Deputy Mayor for Policing, Crime and Fire, and Greater Manchester Fire and Rescue Service.
- Helping to deliver effective digital communication content and assist the Communications and Engagement team in producing photo, video, graphics, web, virtual newsletters and social media content.
- Assist the Communications and Engagement team in providing digital analytics data, metrics, dashboards and insight to support communications activity.
- Assist the Communications and Engagement team in ensuring high digital content standards are implemented and maintained - for example compliance with Accessibility and Privacy legislation.
- Maintain the GMCA's internal and external online content, and social media presence, helping to increase reach, engagement and effectiveness of our digital platforms.
- Adopt new approaches, tools and technologies to ensure the team's digital approach remains up to date, innovative and effective.
- Provide functional administrative support to the Communications and Engagement Team, supporting the day-to-day operations of the office, such as media monitoring, image indexing, handling of media inquiries, maintaining contacts databases.
- Support the Communications and Engagement Team in the content and management of the full suite of communications and engagement channels to ensure that messages are disseminated to as wide an audience as possible via the most appropriate means.
- Support the Communications and Engagement Team when required with the organisation of internal and external events, media facilities, interviews and other activity.
- Support the effective delivery of internal communications within the organisation, including the intranet.

General

- Develop and maintain effective relationships with internal customers and external suppliers.
- Write, proof, and review press releases, web content, social media content and other information related to the work of GMCA, the Mayor, the Deputy Mayor for Policing, Crime and Fire, and Greater Manchester Fire and Rescue Service.
- When required, support colleagues and internal stakeholders to improve their familiarity and skills with our digital tools and processes.
- To undertake any additional duties which are reasonably commensurate with the level of this post
- Safeguard and enhance the public image and reputation of GMCA, the Mayor, the Deputy Mayor for Policing, Fire and Crime, and Greater Manchester Fire and Rescue Service

KNOWLEDGE & EXPERIENCE

Knowledge & Experience

- Good standard of education including numeracy and literacy, GCSE or equivalent (essential)
- Experience of delivering to set deadlines and changing priorities
- Knowledge of social media platforms and tools
- An understanding and commitment to GMCA and its vision and values and the ability to inspire others to achieve this.

Desirable

- 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
- Understanding of Website Accessibility legislation
- Experience using digital analytics tools, e.g. Google Analytics and social media insight tools

SKILLS & BEHAVIOURS

Skills & Behaviours

- Excellent relationship management skills with demonstrated ability to develop effective relationships with key stakeholders and colleagues
- Excellent communications skills, both orally and in writing including grammar and spelling, with an attention to detail
- Proficient ICT skills
- Methodical approach and ability to prioritise workloads
- Organisational, diary and time management skills
- Skills in producing materials
- Evaluation skills
- Willingness and ability to travel across county and work from other sites as required
- Willingness to be part of the out-of-hours on-call service if required
- To be willing to work flexibly as occasional evening and weekend working may be required

Desirable

- Provide a suitable vehicle for use, when required, on official business journeys
- Hold a current valid driving license

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