



Job Description and Person Specification

Digital Media Assistant

Job Details	
Grade	GRD3
Service	Libraries Advice Health & Info Service
Location	City Wide
Job Evaluation Code	Y5780D

About Coventry City Council

We expect everyone who works for us to be committed to our One Coventry values and to share our commitment to becoming a more diverse and inclusive organisation:

Open and fair: We are open, fair and transparent.

Nurture and develop: We encourage a culture where everyone is supported to do and be the best they can be.

Engage and empower: We engage with our residents and empower our employees to enable them to do the right thing.

Create and innovate: We embrace new ways of working to continuously improve the services we offer.

Own and be accountable: We work together to make the right decisions and deliver the best services for our residents.

Value and respect: We put diversity and inclusion at the heart of all we do.

Job Purpose

Reporting to the Digital and Information Coordinator, support the delivery of the Digital Offer while ensuring excellent customer service and operational effectiveness. Develop and manage digital and print content for the library service, including monthly event listings, website updates, and social media posts. Guarantee all materials adhere to quality, accessibility, and usability standards. Contribute to digital engagement activities and assist with training initiatives for staff, ensuring consistent improvement and alignment with organisational goals and objectives.

Main Duties & Key Accountabilities

Creating and maintaining content for the library's website, online catalogue, and apps to ensure accuracy, relevance, and accessibility for users. Ensuring all materials comply with quality standards, including plain

English and editorial guidelines, while aligning with city council identity. Producing clear, consistent, user-focused content that adheres to government accessibility requirements.
Leading the Libraries' presence on social media, creating engaging ideas that captivate audiences across various platforms with original content like videos and graphics.
Researching effective methods used by Library Services and Council Departments, adapting proven examples for the library service's communication platforms.
Providing support to the public in accessing the Library's Digital Offer, delivering excellent service, addressing concerns, and completing tasks like customer registration.
Facilitating the organisation of activities and events to encourage digital literacy and participation, such as VR, tutorials on health apps, and device lending. Promoting inclusion by connecting with underrepresented and marginalised communities to minimise barriers and bridge the digital gap.
Collaborating with library team members to guarantee a consistent stream of news, promotions, and information on social media platforms in audience-appropriate formats.
Compiling data to produce monthly event listings for the library service, showcasing adult and children's activities in digital and print formats.
Delivering training to Library staff to effectively provide the Digital Offer
Identifying and reporting system errors promptly ensures their resolution to uphold and maintain the quality of the service provided.
Performing tasks in alignment with the Council's Information Security Standards, adhering to the Data Protection Act, and applicable legislation impacting electronic service delivery.
Monitoring and reporting on the performance of social media accounts and the online public access catalogue using statistical data.

Key Relationships	
External:	Members of Public
Internal:	Library Service

Standard Information
Post holders will be accountable for <ul style="list-style-type: none"> ● carrying out all duties and responsibilities with due regard to Code of Conduct, Safeguarding, Health &

Safety and the City Council's Workforce Diversity and Inclusion Policies. Duties which include processing of any personal data must be undertaken within the corporate data protection guidelines.

- attending any training and undertaking any development activities that are identified as mandatory/beneficial to their role.
- any other duties and responsibilities within the range of the salary grade.

Responsible for

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Person Specification

Requirements	
Knowledge	Understanding of Library Services' Digital Offer
	Knowledge of social media use within Local Government
	Demonstrate knowledge of customer service, engaging with the public, ensuring services are accessible and suitable for diverse service user requirements.
	Data Protection and Disability Discrimination Acts and how they affect the delivery of digital services.
Skills And Ability	Skilled in Microsoft Office, image editing software, Adobe tools, web authoring, and content management systems for producing and publishing engaging digital content. Experienced in utilising social media and online platforms to develop and share captivating materials effectively.
	Able to work effectively within a small team, managing own workload under guidance while demonstrating problem-solving and task prioritisation skills
	Clear and effective communication skills to different audiences, ensuring high customer service standards.
	Demonstrate the ability to contribute to the promotion and development of service areas
	Competence in contributing to performance targets and accurately reporting on performance standards and outcomes

	High level of accuracy, clarity and numeracy in recording, sorting and managing varied information
Experience	Experience of working in a customer service background
	Successfully delivering and evaluating training to groups of mixed ability