

Job Description and Person Specification

Digital Content & PR Officer

Job Details	
Grade	GRD5
Service	Corporate Communications Team
Location	City Wide
Job Evaluation Code	Not Evaluated

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

Coventry City Council seeks a creative Digital Content and PR Officer for its Communications Team. Applicants need relevant qualifications and professional experience. The role involves shaping the Council's voice across media platforms, creating engaging, accessible, and timely content for diverse communities. Responsibilities include writing press releases, responding to media enquiries, and leading campaigns aligned with Council values. The position also involves supporting internal communications initiatives and campaigns.

Main Duties & Key Accountabilities

Creating, editing, and publishing high-quality digital content for the Council's website, social media channels, e-newsletters, intranet and events.

Drafting press releases, media statements, and briefing notes to support proactive and reactive media engagement.
Supporting the delivery of various campaigns, working closely with colleagues across the Council.
Monitoring and respond to social media interactions, ensuring timely and appropriate engagement.
Assisting in managing media enquiries, maintaining relationships with journalists, and monitoring coverage.
Ensuring all content meets accessibility standards and brand guidelines.
Analysing digital and media performance, providing reports and insights to improve reach and engagement.
Carrying out resident engagement activities on major council projects such health, transport and regeneration.

Key Relationships	
External:	
Internal:	

Standard Information
Post holders will be accountable for ● 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

Person Specification

Requirements	
Knowledge	Understanding of media relations, campaign planning, and audience engagement.
Experience	At least 1–2 years in a communications, PR, or marketing role, ideally within the public sector or a similarly complex organisation.
	Experienced in using video and sound equipment including podcasting or be able to demonstrate a desire to learn.
Skills And Ability	Creative thinker, team player, able to work under pressure and to tight deadlines, with a commitment to equality and inclusion in communications.
	Proficient in writing and editing, with a focus on precision and meticulous attention to detail.
	Skilled in utilising social media platforms, digital publishing tools, and knowledgeable in the application of generative artificial intelligence technologies.
Qualification	Relevant qualification in Communications, PR, Journalism, Marketing, or similar.