

Job Description and Person Specification

Digital and E-Communications Officer

Job Details	
Grade	5
Service	Policy and Communications
Location	Council House
Job Evaluation Code	

Coventry City Council Values
<p>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:</p> <p>Open and fair: We are open, fair and transparent.</p> <p>Nurture and develop: We encourage a culture where everyone is supported to do and be the best they can be.</p> <p>Engage and empower: We engage with our residents and empower our employees to enable them to do the right thing.</p> <p>Create and innovate: We embrace new ways of working to continuously improve the services we offer.</p> <p>Own and be accountable: We work together to make the right decisions and deliver the best services for our residents.</p> <p>Value and respect: We put diversity and inclusion at the heart of all we do.</p>

Job Purpose
<p>Managing and maintaining the content on Coventry City Council's websites and social media presence under the general direction of the Web Officer.</p> <p>Provide support to other council departments for development of their content and assist in driving forward future development.</p>

Main Duties & Key Accountabilities
Take a lead in maintaining and improving the content of Coventry City Council's website and intranet.
Administrate the sites using the council's Content Management System(s) to maintain, manage, develop and edit content, as well as create and administer user permissions.
Promote and enforce quality control standards and systems for publishing web content, including the use of plain English, editorial guidelines and standards. Ensure that content is published in a clear and navigable website structure, is consistent in style, intent and accuracy, is in keeping with the city council's corporate identity and meets user needs.
Ensure that other council departments create and maintain content on the sites that is accurate, relevant and up to date, meets editorial standards, is reviewed regularly and removed when appropriate.
Providing advice, training, and guidance to directorate web authors online, via e-mail, telephone or face-to-face.
Ensure that the development of the sites meet the requirements of all sectors of the community and conforms to government accessibility and usability standards. Take responsibility for implementing recommendations that emerge from testing (automatic, manual and specialist) to meet and maintain performance against these standards.
Supporting administrators of subsites using the Council's Content Management System.
Work with the E-communications Co-ordinator to create an effective training programme for employees on how to use the Content Management System for creating effective web-pages, including the use of plain English and how pages must be created in accordance with editorial guidelines and standards.
Arrange regular Author Forums to support, advice, guidance and assistance to council service areas on the design and content of their individual web pages and the use of the Content Management System.
Provide users with information about updates and changes to features.
Promote the intranet as an internal communications tool.
Liaise with service areas and the Communications Team to ensure that a regular flow of external news, features, campaigns and information is featured on the website and the homepage changes at least once a day.
Make recommendations on how the sites can be improved and developed through informal discussions and identify required changes to the Content Management System to enhance its usability and effectiveness.
Identify and report system errors to support contractor and ensure that these are resolved according to the conditions of the Service Level Agreement.
Lead in projects applicable to the role, identify and manage risks which could impact on the success of such projects, ensuring that they are delivered on time and within identified budgets.
Manage and monitor projects for individual areas of the website, intranet and creation of subsites.

Participate in staff development, appraisal and assessment schemes.
To carry out duties in accordance with the Council's Information Security Standards, compliance with the Data Protection Act, Freedom of Information Act and any other relevant legislation that directly affects electronic service delivery.
Develop and maintain on-line forms and encourage service areas in their use i.e. Room booking system, meeting bookings, order forms, application forms
Create reports of web usage for service areas and advise service areas on how to increase web page visits and reduce avoidable contact
Publish content on the Council's social media accounts being aware of how members of the public may respond; monitoring responses to ensure that they do not cause offence to others.
Political awareness when publishing content to the web.
Any other duties and responsibilities within the range of the salary grade.

Key Relationships			
External:	<p>Key strategic contract partners – ranging from content platform to site support, accessibility and forms.</p> <p>Web practitioners across the sector.</p> <p>Industry contacts & leaders.</p>	Internal:	<p>Digital Web Lead</p> <p>Director of Policy and Communications</p> <p>Head of Communications</p> <p>Senior Marketing Manager</p> <p>Web authors</p> <p>Digital Services</p> <p>Customer Services</p> <p>Human Resources</p> <p>Legal and Information Governance</p>

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.

Training

The postholder must attend any training and undertake any development activities that are identified as mandatory/beneficial to their role.

Responsible for

Staff managed by postholder: None.

Person Specification

Requirements

Knowledge	Theory and practice of web-based communications and the evaluation of their effectiveness.
	Industry and government standards for the development of local government websites.
	Industry standard web authoring tools.
	The government's agenda for e-government, and its application to service delivery in Local Government.
	Data Protection and Freedom of Information and Disability Discrimination Acts and how they affect the delivery of services over the web.
	Equal opportunities and how to ensure that services are equally accessible and appropriate for the diverse needs of service users.
	Local authority functions and activities
Skills and ability	Excellent communication and written skills with the ability to present information in plain understandable language and in an effective manner for a variety of audiences.

	Confident with a wide variety of communication methods, including effective representation to press and social media.
	Excellent web authoring skills to ensure that the content of the city council's website is developed in a way that will enable the site to meet government and legislative requirements.
	Good understanding of, and ability to use, HTML to markup webpages
	Ability to use a wide range of software, eg Microsoft packages, imaging editing software, Adobe Acrobat and web authoring tools.
	Understanding and ability to use content management systems - workflow processes and software.
	Ability to advise, train and support non-technical colleagues in the use of simple web authoring tools.
	Demonstrable ability to negotiate, motivate and support staff at all levels and to overcome resistance to change in a constructive manner.
	Flexibility to adapt to changing workload demands and new organisational challenges.
	Self-motivation and drive to complete tasks to required timescales and quality standards.
	Think creatively and follow through with ideas.
Experience	Editing and presenting complex information in an easy-to-read format.
	Successfully implementing content for one or more complex websites.
	Building and maintaining successful working relationships with others.
	Working as part of a team in a communications environment to deliver overall communications objectives.
	Successfully delivering and evaluating training to groups of mixed ability.
	Monitoring and managing plans.
	Creating and maintaining content for social media.

Qualification	Graduate or relevant experience
	Evidence of continuous self-development
Special Requirements	Some working outside of normal office hours may be required.

Declaration			
Reviewed/Created By:	Nigel Hart		
Job Title:	Head of Communications	Date:	June 25