

ROYAL BOROUGH OF WINDSOR AND MAIDENHEAD

Job Accountabilities

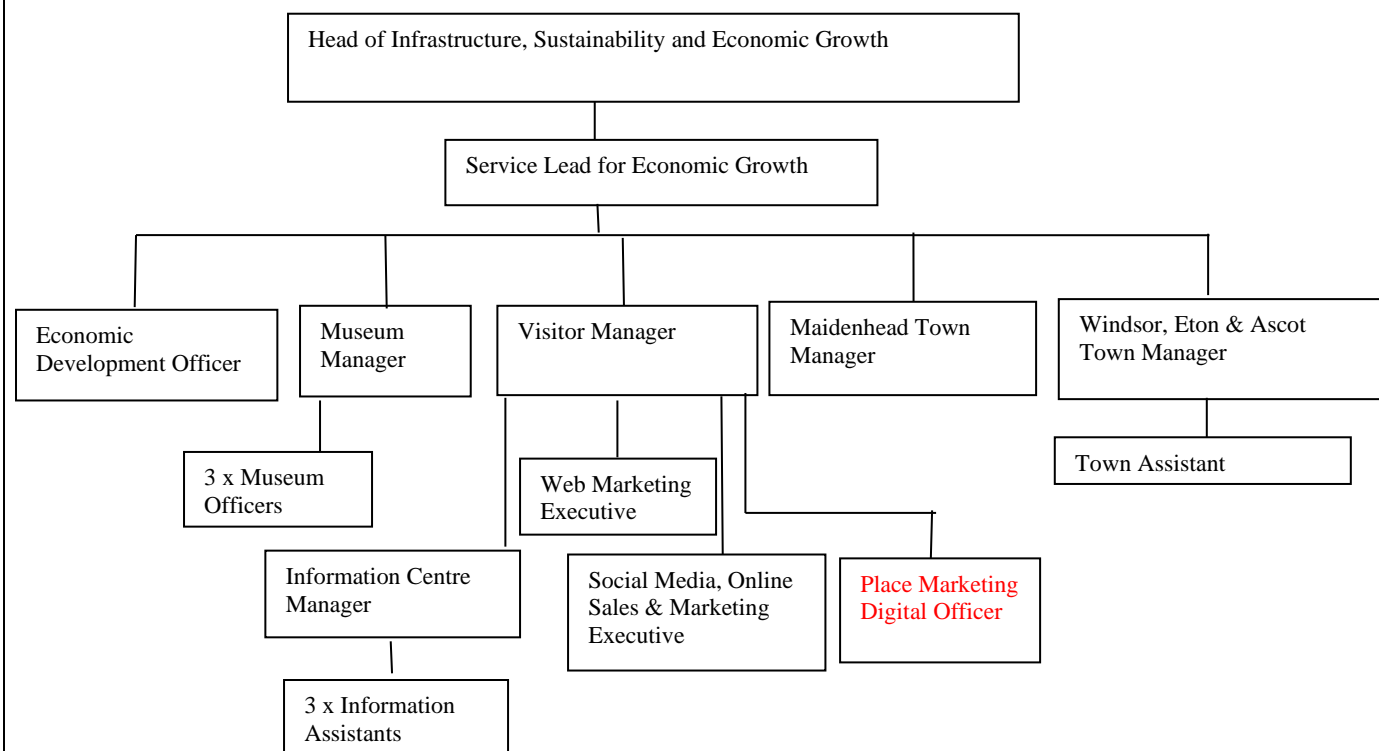
Job Title: Place Marketing Digital Officer	Job number:
Service Area : Place	Team: Place Marketing, Economic Growth

JOB PURPOSE

We are looking for a creative and strategic digital officer to work in our place marketing team. You will be responsible for planning, creating and delivering social media content and campaigns, website content and maintenance, e-newsletter creation, database management and analysing analytics.

The role will support the Place Marketing team to deliver effective communications to increase awareness of the Royal Borough of Windsor and Maidenhead as a place to live, work, visit and invest. Through digital engagement this role will help rejuvenate our local economy and increase consumer confidence, trust and pride in the local borough post Covid-19 and ensuring long term sustainable economic growth

POSITION WITHIN SERVICE STRUCTURE



JOB ACCOUNTABILITIES

Service delivery accountabilities

- Responsibility for all My Royal Borough brand website and social media accounts in order to keep content relevant, engaging and comprehensive.
- Responsible for the creation of engaging, creative content and maintaining a regular social media presence across multiple channels including Facebook, Twitter and Instagram which enlighten audiences and promote focussed messages.
- Responsible for creating coordinated campaigns online to support the borough's place marketing strategy which will be developed
- Responsibility for monitoring and reporting on campaigns including the use of analytics tools to gauge their success.
- Delivery of digital upskilling programmes to the business community in the borough.
- Engage with local businesses and write blogs to promote the borough's business community.
- Be a proactive forward thinker who is confident in developing new ideas and learning from best practise elsewhere and to research industry innovations and tools.
- Work closely with Visit Windsor, Make Maidenhead and the borough museum team to co-ordinate activity, run joint campaigns and cross promote content and messaging.

Standard accountabilities/responsibilities that apply to all council staff or specific groups are set out in the Employee Handbook, these include:

- Corporate management
- Information governance compliance
- Whistleblowing
- General Safeguarding Statement
- Project and work management
- Working in a team
- Risk management including Health & Safety
- Business continuity
- Equality of Opportunity
- Our corporate values
- Budget management
- Specific responsibilities for managers.

Local operating procedures and specific activities/tasks will be supplied by the service.

Person specification

Key Criteria	Essential	Desirable	How assessed
Qualifications and training	<p>Prior experience in marketing or social media</p> <p>Excellent written English</p>	<p>A degree in communication, marketing, or social media.</p>	
<p>Job Competence summary (knowledge, skills, abilities, experience)</p>	<p>Excellent knowledge of social media platforms such as Facebook, Instagram, and Twitter.</p> <p>Analytical skills.</p> <p>Excellent communication skills.</p> <p>Eagerness to learn about new innovations and software.</p> <p>Excellent time management skills.</p> <p>A keen eye for detail and ability to produce high quality, accurate work in tight timescales with limited supervision</p> <p>A welcoming and helpful approach when dealing with clients/customers in person or over the telephone.</p> <p>Self-motivated and able to work on own initiative but also contribute to an effective team environment.</p> <p>Ability to make timely and balanced decisions using their own initiative to complete tasks</p>	<p>Marketing experience preferably within the leisure, tourism or hospitality industry.</p> <p>A deep understanding of digital and social media marketing tools including paid social marketing.</p>	

<p>Other requirements (eg unsocial hours working, driving licence, fit to drive Council vehicle etc)</p>	<p>Availability to work some unsocial hours (Weekends)</p> <p>Ability to drive and clean driving licence</p>		
<p>Politically restricted post</p> <p>No</p>			
<p>This post has been identified as customer facing in accordance with Part 7 of the Immigration Act 2016 and therefore the council's English language fluency standard applies.</p>	<p>The ability to converse at ease with the public, answer questions and provide advice, including the use of specialist terminology relevant to the job role/profession and where necessary for an extended period of time.</p>		<p>The competent answering of interview questions in English.</p>