
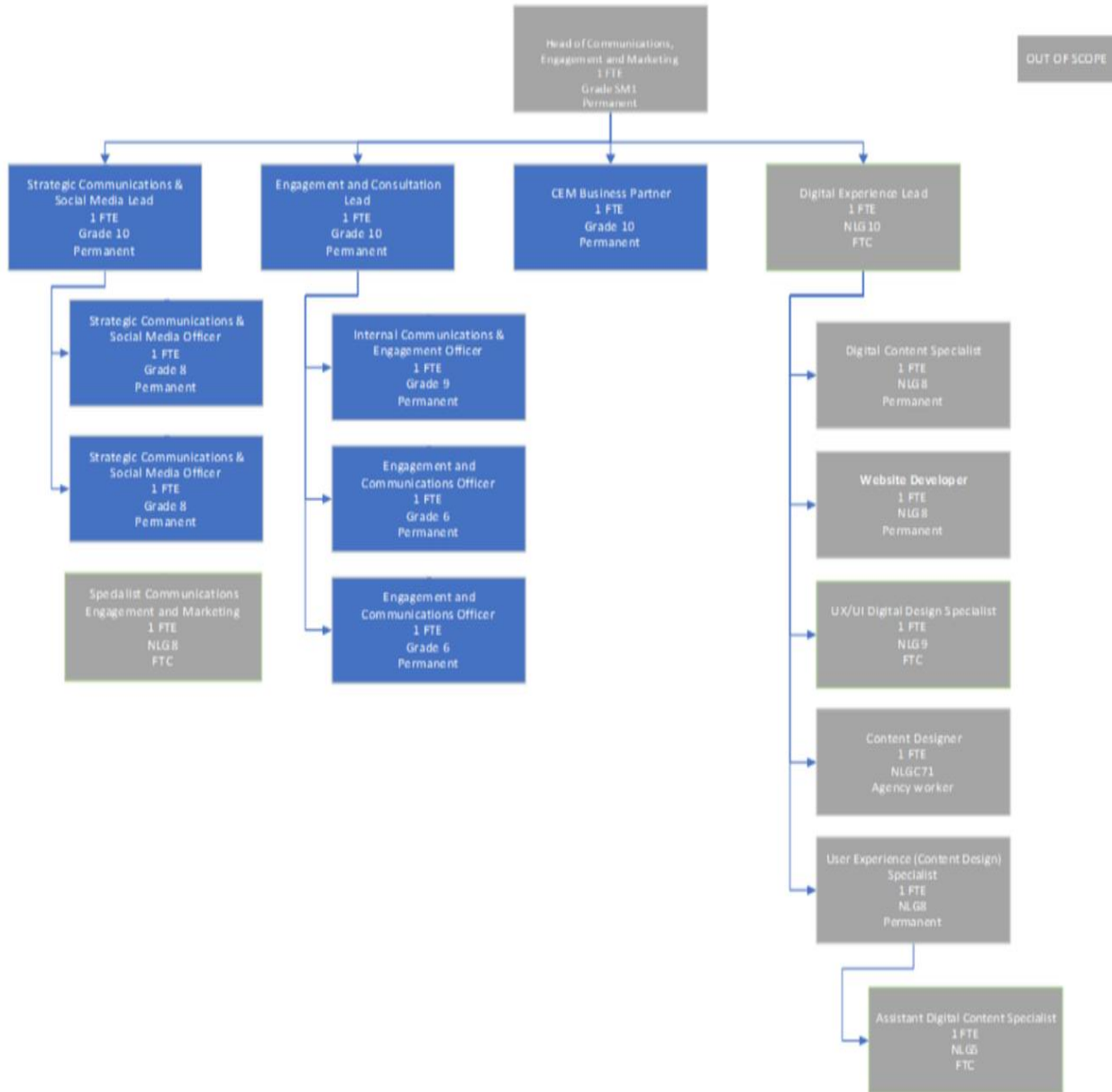


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|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------|------|------------------------------------------|
|  <b>WOKINGHAM<br/>BOROUGH COUNCIL</b>                                                                                                                                                                                                                                  | <b>Job Description</b>                                                   |      | Job Reference                            |
|                                                                                                                                                                                                                                                                                                                                                         |                                                                          |      |                                          |
| Job Title                                                                                                                                                                                                                                                                                                                                               | Strategic Communications and Social Media Officer                        |      |                                          |
| Service                                                                                                                                                                                                                                                                                                                                                 | Chief Executive Office Communications,                                   | Team | Communications, Engagement and Marketing |
| Location                                                                                                                                                                                                                                                                                                                                                | Hybrid (role will required attendance at occasionally in-person meetings |      |                                          |
| Reports to                                                                                                                                                                                                                                                                                                                                              | Strategic Communications and Social Media Lead                           |      |                                          |
| Responsible for                                                                                                                                                                                                                                                                                                                                         | N/A                                                                      |      |                                          |
| Grade                                                                                                                                                                                                                                                                                                                                                   | Type of position:                                                        |      | Date                                     |
| G8                                                                                                                                                                                                                                                                                                                                                      | Permanent, Full Time                                                     |      | Nov 2024                                 |
| This job description has been designed to indicate the general nature and level of work required of the post to indicate the level of responsibility. It is not a comprehensive or exhaustive list and the line manager may vary duties from time to time which do not change the general character of the job or the level of responsibility entailed. |                                                                          |      |                                          |
| <b><u>Service Purpose</u></b>                                                                                                                                                                                                                                                                                                                           |                                                                          |      |                                          |
| To design and implement CEM strategies that support the delivery of Council priorities.                                                                                                                                                                                                                                                                 |                                                                          |      |                                          |
| To act as experts in giving advice and guidance in multi-channel CEM methodology.                                                                                                                                                                                                                                                                       |                                                                          |      |                                          |
| To keep residents informed of WBC activities and decisions and to enhance the council’s reputation through clear and accurate communications.                                                                                                                                                                                                           |                                                                          |      |                                          |
| To ensure staff receive the corporate information they need to do their jobs                                                                                                                                                                                                                                                                            |                                                                          |      |                                          |
| To support council teams to engage and consult with residents and stakeholders                                                                                                                                                                                                                                                                          |                                                                          |      |                                          |
| <b><u>Purpose of the role</u></b>                                                                                                                                                                                                                                                                                                                       |                                                                          |      |                                          |
| To design and deliver strategic communications campaigns that are introducing widespread service changes, or promoting behaviour change among targeted residents or are supporting WBC’s priorities and commercial activities.                                                                                                                          |                                                                          |      |                                          |
| To deliver communications in WBC’s strategic priority areas                                                                                                                                                                                                                                                                                             |                                                                          |      |                                          |
| To create engaging and informative social media content.                                                                                                                                                                                                                                                                                                |                                                                          |      |                                          |
| To support analysis on the effectiveness of communication and engagement to support improvement.                                                                                                                                                                                                                                                        |                                                                          |      |                                          |

| <b><u>Main Accountabilities</u></b>         |                                                                                                                                                                                                                                                                                             |
|---------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1                                           | To lead on communications on a limited number of strategic priorities and campaigns                                                                                                                                                                                                         |
| 2                                           | Develop and deliver innovative digital communication and marketing methods to promote WBC beyond current channels and methods                                                                                                                                                               |
| 3                                           | Support evaluation of impact of WBC strategic campaigns.                                                                                                                                                                                                                                    |
| 4                                           | To contribute to the strategic communications campaigns and priorities element of the CEM forward plan                                                                                                                                                                                      |
| 5                                           | To deliver strategic communications that support WBC priorities in areas of significant public interest or behaviour change                                                                                                                                                                 |
| 6                                           | To advise teams on social media and communications campaigns to meet their aspirations and corporate priorities                                                                                                                                                                             |
| 7                                           | To build contacts with community groups including online groups, VCS and town & parish council in order to generate social media content that is engaging and helps celebrate the borough                                                                                                   |
| 8                                           | Support Commercialisation programme and income generating activity through targeted campaigns                                                                                                                                                                                               |
| 9                                           | Support development of council brand and champion its adoption across all WBC                                                                                                                                                                                                               |
| 10                                          | To support WBC's response to major incidents                                                                                                                                                                                                                                                |
| 11                                          | Support delivery of non-priority communications as required                                                                                                                                                                                                                                 |
| <b>Supervision Received</b>                 | Role reports to Strategic Communications and Social Media Lead who will provide strategic direction, guidance and oversight of major projects                                                                                                                                               |
| <b>Supervision Given</b>                    | N/A                                                                                                                                                                                                                                                                                         |
| <b>Contacts &amp; Working Relationships</b> | Role will involve working closely with Executive Members, Directors and Assistant Directors as well as service managers and teams across the council. It will also require forming strong and productive partnerships with community representatives in the voluntary and community sectors |
| <b>Management of resources or budget</b>    | No direct budget responsibility                                                                                                                                                                                                                                                             |
| <b>Special Factors</b>                      | Role will require political acumen as it will deal with sensitive issues affecting the reputation of the council                                                                                                                                                                            |

## Organisation Chart



| <b><u>Person Specification</u></b>                                                                                                                                                             |                  |                            |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|----------------------------|
| Focus on describing the qualifications, skills, knowledge and experience an individual will require to successfully undertake the role. These should be split between essential and desirable. |                  |                            |
| <b>Qualifications</b>                                                                                                                                                                          | <b>Essential</b> | <b>Desirable</b>           |
| Degree level or equivalent professional qualification                                                                                                                                          |                  | Yes                        |
| Evidence of continued professional development or commitment to informal learning and improvement                                                                                              |                  | Yes                        |
| <b>Technical Skills.</b>                                                                                                                                                                       | <b>Essential</b> | <b>Desirable</b>           |
| Excellent social media content creation skills to delivery highly engaging content across all channels                                                                                         | Yes              |                            |
| Excellent writer in range of styles such as web content, social media content, newsletters and news releases                                                                                   | Yes              |                            |
| Proficient in social media data analysis                                                                                                                                                       |                  | Yes                        |
| Proven ability to design and delivery strategic communications campaigns deploying a range of channels and with quantifiable results                                                           |                  | Yes                        |
| <b>Knowledge</b>                                                                                                                                                                               | <b>Essential</b> | <b>Desirable</b>           |
| Understanding of local government and experience working for public sector body                                                                                                                |                  | Yes                        |
| Understanding of social media data analysis tools                                                                                                                                              |                  | Yes                        |
| <b>Experience</b>                                                                                                                                                                              | <b>Essential</b> | <b>Desirable</b>           |
| Experience working with a communications or marketing team or media role                                                                                                                       | Yes              |                            |
|                                                                                                                                                                                                |                  |                            |
| <b>Completed by:</b>                                                                                                                                                                           | David Allen      | <b>Date:</b> November 2024 |

