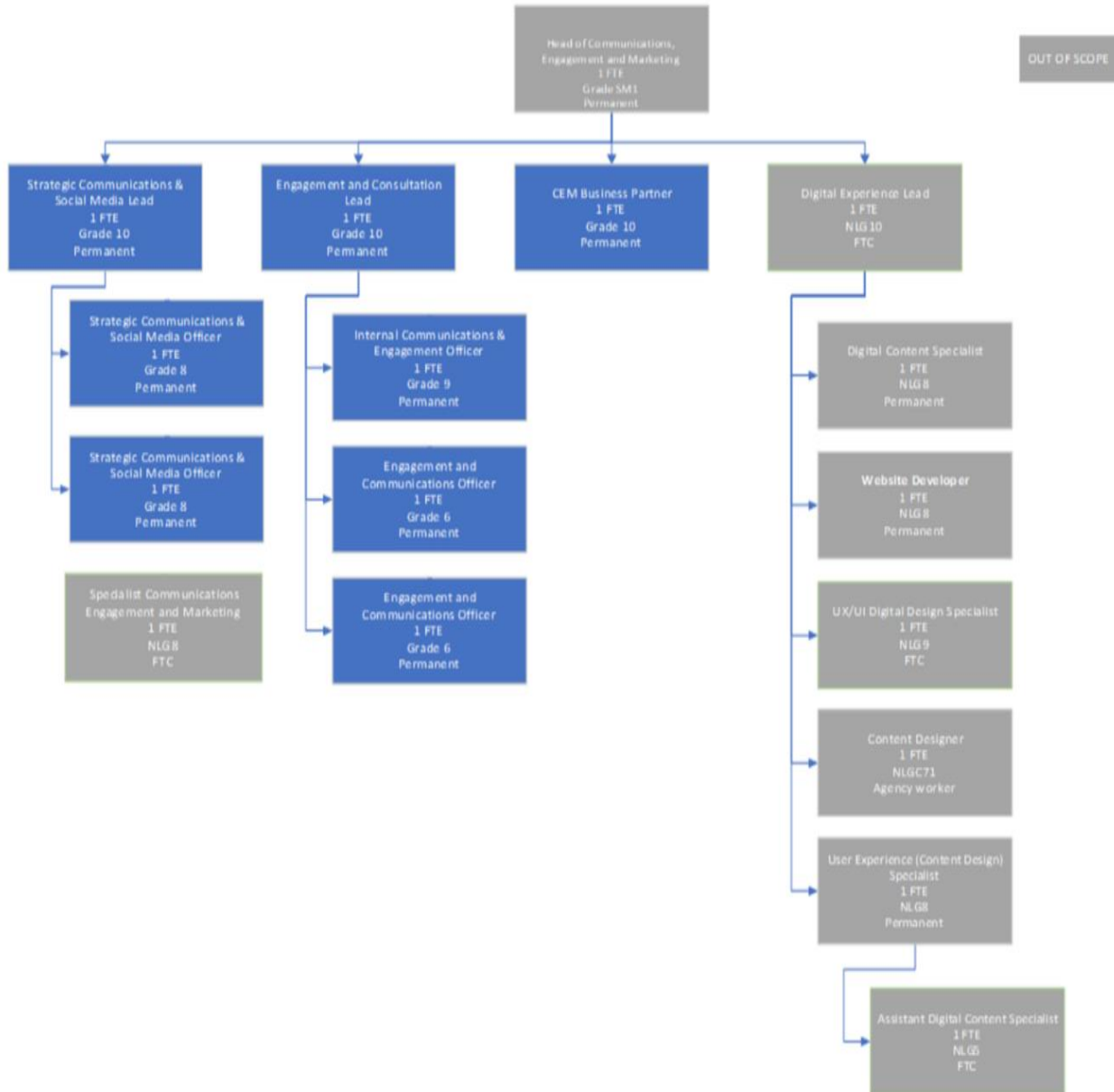
 WOKINGHAM BOROUGH COUNCIL	Job Description		Job Reference
			713102
Job Title	Strategic Communications and Social Media Officer		
Service	Chief Executive Office Communications,	Team	Communications, Engagement and Marketing
Location	Hybrid (role will required attendance at occasionally in-person meetings)		
Reports to	Strategic Communications and Social Media Lead		
Responsible for	N/A		
Grade	Type of position:		Date
G8	Permanent, 0.4FTE (job share)		Nov 2024
<p>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.</p>			
<u>Service Purpose</u>			
<p>To design and implement CEM strategies that support the delivery of Council priorities.</p> <p>To act as experts in giving advice and guidance in multi-channel CEM methodology.</p> <p>To keep residents informed of WBC activities and decisions and to enhance the council’s reputation through clear and accurate communications.</p> <p>To ensure staff receive the corporate information they need to do their jobs</p> <p>To support council teams to engage and consult with residents and stakeholders</p>			
<u>Purpose of the role</u>			
<p>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.</p> <p>To deliver communications in WBC’s strategic priority areas</p> <p>To create engaging and informative social media content.</p> <p>To support analysis on the effectiveness of communication and engagement to support improvement.</p>			

<u>Main Accountabilities</u>	
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
Supervision Received	Role reports to Strategic Communications and Social Media Lead who will provide strategic direction, guidance and oversight of major projects
Supervision Given	N/A
Contacts & Working Relationships	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
Management of resources or budget	No direct budget responsibility
Special Factors	Role will require political acumen as it will deal with sensitive issues affecting the reputation of the council

Organisation Chart



Person Specification

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.

Qualifications	Essential	Desirable
Degree level or equivalent professional qualification		Yes
Evidence of continued professional development or commitment to informal learning and improvement		Yes
Technical Skills	Essential	Desirable
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
Knowledge	Essential	Desirable
Understanding of local government and experience working for public sector body		Yes
Understanding of social media data analysis tools		Yes
Experience	Essential	Desirable
Experience working with a communications or marketing team or media role	Yes	
Completed by:	David Allen	Date: November 2024

