

## Role Profile

<b>Job Title:</b>	Social media manager	<b>Grade:</b>	<b>Spinal column: 13</b> <b>Point range: 41 - 43</b>
<b>Department:</b>	Communications	<b>Post no:</b>	64513
<b>Directorate:</b>	Strategy and Change	<b>Location:</b>	Perceval House / remote
<b>Role reports to:</b>	Brand, content & publications manager		
<b>Direct Reports:</b>	Matrix line a management of News and Social Media Officer		
<b>Indirect Reports:</b>	News and social media officer		
<p><i>This role profile is non-contractual and provided for guidance. It will be updated and amended from time to time in accordance with the changing needs of the council and the requirements of the job. Best local government social media in the country, and you have the chance to build on it.</i></p>			

## JOB DESCRIPTION

### PURPOSE OF ROLE:

- Lead on the production of creative and innovative content for the council's social media channels
- Lead the delivery and management council's social media channels, ensuring they are engaging, entertaining, and accurate, whilst promoting the council's key priorities.
- Grow the council's social media output using multimedia content, analytics and strong knowledge of channels, ensuring that we are reaching our target audiences.
- Protecting the council's reputation, through responding to comments and questions from audiences.
- Providing strategic advice to senior management and the wider communications team.
- Responsibility for monitoring and managing all expenditure on social media channels, in line with budgetary requirements.
- Lead relationships with public sector social media teams, e.g Govt departments, national agencies
- Matrix line management of the news and social media officer.

**KEY ACCOUNTABILITIES:**

1. Help to achieve the council's key priorities, as set out in the council plan, by managing the council's social media channels effectively.
2. Lead on the delivery of innovative scroll-stopping, creative content that is engaging, entertaining, and effective, using a variety of tools including Adobe Creative Cloud, Instagram Edits, and Canva.
3. Develop and maintain a social media strategy which builds awareness of council priorities, engages with residents in two-way conversations and develops on the council's reputation as a local government leader in social media.
4. Act as sector specialist both within the communications team and the council as whole, developing innovative solutions to engaging wide audiences on complex issues.
5. Manage the social media content calendar for the council's communications team. And, as the lead officer for the council's social media output, deciding what content should be created, when each post should be scheduled and also where they should be published – thereby optimising output for each platform, and ensuring all campaigns are completed on time.
6. Stay informed on industry updates and capitalise on social media trends wherever possible, to ensure the council's output is relevant to diverse audiences.
7. Lead on council social listening. Evaluate and report on the effectiveness of social media output using Sprout Social (or other social media management tools), using the data to improve content – and also to advise senior managers on wider communications strategy.
8. Use social listening tools to understand our audience's perspective on local issues, and report findings to senior leadership and cabinet members.
9. Manage the responses to public comments and questions on the council's social media channels, with the aim of protecting or enhancing the council's reputation. Where necessary, working with colleagues to ensure an informed and accurate response is provided.
10. Monitor and manage all expenditure on social media channels, in line with budgetary requirements.

11. Develop strong working relationships with communications colleagues, cabinet members, and service leads, to plan and pitch campaigns and content.
12. Ensure social media channels are inclusive and accessible (following brand guidelines) and demonstrate awareness of the diverse communities who live and work in the borough.
13. Matrix line manage the news and social media officer, training and mentoring them to be the best they can be.
14. Manage workload and priorities effectively, ensuring work programmes are updated frequently to enable an effective agile work model and update the weekly communications grid.
15. Maintain professional standards by keeping abreast of best practice in communications and issues affecting local government – such as government policy and keeping up with best practice in communications, support adherence of council communications to the Code of Recommended Practice on Local Government Publicity.

**KEY PERFORMANCE INDICATORS:**

**Maintain the council's position as sector leader in social media engagement**

- Delivery against SMART objectives in communications campaigns
- Performance objectives met as agreed in yearly appraisal
- Resident perception (staff survey)

**KEY RELATIONSHIPS (INTERNAL AND EXTERNAL):**

- Council Leader
- Senior leadership
- Cabinet members
- Staff across the organisation
- Local residents
- Local community groups
- Partners – i.e. health, blue light services
- Greater London Authority
- National Agencies

**AUTHORITY LEVEL (PEOPLE, POLICY, FINANCIAL):**

- Lead projects / campaigns ensuring delivery to time, budget and client satisfaction. Sector specialist within the council.

## Person Specification

(NB: if you have more than 12 points in your person specification, please highlight those you wish applicants to address in their application with a \*\*. We recommend a maximum of 10 if possible)

### ESSENTIAL KNOWLEDGE, SKILLS & ABILITIES

1. Demonstrable experience of creating engaging social media content for a wide range of audiences.\*\*
2. Demonstrable experience of managing social media to protect and enhance a brand reputation.\*\*
3. Excellent and proven knowledge of building audiences on social media, including Facebook, Instagram, TikTok, and LinkedIn.\*\*
4. Excellent analytical skills to enable effective audience understanding.\*\*
5. Ability to read analytics and evaluate success of social media content and campaigns.\*\*
6. Experience in managing social media channels for a high-profile organisation and an understanding of how to maximise reach and minimise risks.\*\*
7. Show a creative approach in campaign planning.\*\*
8. Good working knowledge of a range of content creation tools (such as Adobe Premiere Pro, Instagram Edits, Canva, Capcut mobile).\*\*
9. Experience of working closely with senior management.\*\*
10. Excellent inter-personal skills with the ability to form and maintain productive, professional working relationships and the ability to influence a diverse range of individuals, groups and external partners.\*\*
11. Ability to be outcome focused, working with colleagues across the council to build in effective evaluation techniques and tools.
12. Excellent team building and management skills.
13. Create or commission high quality content and communication assets, ensuring that all council communications content and assets are inclusive, accessible and demonstrate cultural awareness of the diverse communities who live and work in the borough. Through

targeted work, use communications and engagement activity to help tackle inequalities.

14. Excellent communications skills, both oral and in writing, including presentation skills with an eye for detail, for writing and producing creative content, excellent copywriting and editorial skills.
15. Ability to work to the highest standards, demonstrating resilience to pressure and always retaining professionalism.
16. Ability work with minimum supervision and with good initiative.
17. Good project management skills, working to budgets and deadlines.
18. To be able to demonstrate a commitment to the principles of equalities and to carry out duties in accordance with the council's equalities policies.

**ESSENTIAL QUALIFICATION(S), EXPERIENCE AND REGISTRATION  
(e.g. HCPC)**

1. Educated to degree level in a communications or related field e.g., film, marketing, business **or** equivalent work experience.
2. Experience of taking complex information and transforming it into engaging content which promote council priorities and messages.
3. Demonstrable experience of managing social media to protect and enhance a brand or organisation's reputation.
4. Experience of using a range of communications channels which create opportunities for meaningful two-way dialogue between the council, the borough's communities, and other stakeholders.
5. Experience and knowledge of working with senior management including CEO and elected councillors.
6. Experience of creating content for social media (including graphics, imagery and video).
7. Experience of applying brand guidelines or criteria to design work.
8. Experience in generating new and creative content / ideas.

## Values & Behaviours

Improving Lives for Residents	Trustworthy	Collaborative	Innovative	Accountable
<ul style="list-style-type: none"> <li>• Is passionate about making Ealing a better place</li> <li>• Can see and appreciate things from a resident point of view</li> <li>• Understands what people want and need</li> <li>• Encourages change to tackle underlying causes or issues</li> </ul>	<ul style="list-style-type: none"> <li>• Does what they say they'll do on time</li> <li>• Is open and honest</li> <li>• Treats all people fairly</li> </ul>	<ul style="list-style-type: none"> <li>• Ambitious and confident in leading partnerships</li> <li>• Offers to share knowledge and ideas</li> <li>• Challenges constructively and respectfully listens to feedback</li> <li>• Overcomes barriers to develop our outcomes for residents</li> </ul>	<ul style="list-style-type: none"> <li>• Tries out ways to do things better, faster and for less cost</li> <li>• Brings in ideas from outside to improve performance</li> <li>• Takes calculated risks to improve outcomes</li> <li>• Learns from mistakes and failures</li> </ul>	<ul style="list-style-type: none"> <li>• Encourages all stakeholders to participate in decision making</li> <li>• Makes things happen</li> <li>• Acts on feedback to improve performance</li> <li>• Works to high standards</li> </ul>