

JOB DESCRIPTION

JOB TITLE:	DIGITAL COMMUNICATIONS OFFICER
RESPONSIBLE TO:	Communications Officer
DEPARTMENT:	Communications
SALARY (£):	Grade 9

MAIN PURPOSE OF THE POST

Develop our current digital communication channels, and develop new platforms, to communicate dynamically and effectively in order to target our messages and the impact of our work to a wide range of target CCG audiences.

Take an active part to ensure our corporate website and the current intranet is updated to meet the needs of users and the business.

Maintain our current social media channels and develop new platforms to reach new audiences.

Create dynamic and attractive contents (videos, pictures and visual assets that have been designed) for our internal and external communication channels.

KEY RESPONSIBILITIES

Website, intranet and contents creation (55%)

- In the first place the main responsibility of the successful candidate will be to play a key role within the Communications Team, in developing a website and a new CMS system for CCG.

- Create new contents for the web and adapt the current material, also for the web, and consider such techniques as *Search Engine Optimisation* (SEO) and correctly format the images.
- Monitor and report on the use of the corporate website. Identify users' patterns and ensure that the website meets the needs of users.
- You will also play a key role within the Communications Team as CCG develops a new intranet.
- Work closely to support the Communications Officer with designing and producing dynamic and attractive digital contents for our digital channels, including the intranet, staff and tenants eNewsletters.
- The Communications Team will be responsible for leading on a 'digital first' culture throughout the company. You will be expected to ensure that representatives from appropriate CCG departments take ownership for the contents of their own pages on the website and intranet, and provide support and share your expertise with them. You will also identify opportunities, create and edit several videos for the business (e.g. to promote campaigns within the sector, to support services and simple technical guidelines on 'how to do' simple tasks around the home).

Managing our social media channels (25%)

- Manage CCGs profile by engaging effectively with all our social media channels daily.
- Generate attractive and dynamically effective contents to meet the needs of the variety of audiences on social media.
- Provide statistical reports and insights on the use of our social media.
- Work together with the Communications Officer to ensure that both on-line and digital communications are integrated to share information and encourage tenant and staff participation.
- Identify appropriate opportunities to use paid advertising to target the contents to the right demographics.

Corporate Support and internal communication (20%)

- Support the Head of Communications and the Communications Officer with campaigns by maximising new digital opportunities.
- Ensure that digital and on-line communications comply with the style and branding of CCG.

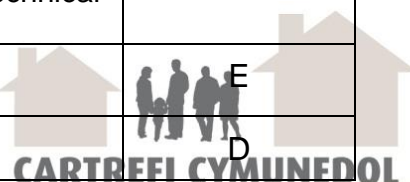
SPECIAL CIRCUMSTANCES

- The post holder may be required to attend meetings, sub-committees and working groups, some of these might be held outside of normal working hours.
- Prepared to work unsociable hours as required.

No job description can cover every issue, which may arise within the post at various times and the jobholder is expected to carry out other duties as requested from time to time. To sustain an effective service you might be requested to undertake other reasonable tasks that correspond to a degree with tasks included in this document as determined by your line manager, Assistant Director or Director.

PERSON SPECIFICATION

	ESSENTIAL/ DESIRABLE
QUALIFICATIONS	
Relevant qualification to degree level or equivalent	E
EXPERIENCE, INFORMATION AND SKILLS	
Good experience and at least two-year experience of digital communications	E
Experience of managing corporate websites, to include designing, prioritising contents, and information regarding backend 'CMS' regimes and work together with the internal and external developer to overcome technical problems.	E
With the enthusiasm and the ability to be on the forefront of the latest developments in technology and digital communications fields.	E
Basic information of HTML	D



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Understanding of SEO	D
Experience of using eMarketing systems	D
With the experience and the ability to create dynamic contents (videos, pictures, and other digital assets) in accordance with the latest trends for websites, the intranet and social media	E
Excellent written and verbal skills in both Welsh and English	E
The ability to deal and process substantial amounts of information	D
Graphic design skills	D
Experience of using software to edit images/graphics, such as Adobe Illustrator and Photoshop	E
Experience of using appliances and software to edit videos, such as Adobe Premier/Sony Vegas and/or app on a mobile device such as iMovie	D
The ability to verbally undertake each aspect of the post in both Welsh and English	E
The ability to use and interpret information from various sources to deliver every aspect of the post.	E
The ability to submit written information confidently by using contemporary language and the most relevant method for your audience.	E
OTHER	
Full clean, valid driving licence	E
LANGUAGE REQUIREMENTS	
A fluent bilingual Welsh and English speaker and writer	E