**Digital Media Coordinator (1 year fixed-term contract)**

**Level 3 Zone 1**

This supplementary information for *Digital Media Coordinator* is for guidance and must be used in conjunction with the Job Family Capsule for: Level 3

**Role Purpose:**

This role will support the delivery of a wide range of media and digital communications, including being responsible for the day-to-day output of social and digital media.

The role requires a highly creative individual who has the technical skills to create and manage content through all digital channels, and a good understanding of how to target audiences through a variety of channels and content. You’ll be an imaginative and a keen writer, be adaptable and have the initiative to take on a wide variety of project work. You’ll have a keen news and political awareness and a strong will to work in a local organisation at the forefront of helping the renewal and recovery from Covid-19. You should be up for a challenge and willing to learn in a supported environment.

Working under the guidance of our Channel and Media Managers, the post holder will work on specific projects across a range of areas of the Council’s work as well as providing day-to-day support on media relations, social media, e-newsletters and website/publications content management, all aligned to priority campaigns for Camden 2025 and Our Camden Plan.

**Role Context/structure**

The role is based in the Media and External Relations function of the Council’s Communications service.

**Example outcomes or objectives that this role will deliver:**

* Coordination of social media channels, including creating and managing content
* Social media monitoring and reporting for evaluation of media and external relations activity
* Delivery of creative content across all channels including both high quality, well designed digital content and print publications
* Supporting the team with other digital products including e-newsletters, online videos and the Council’s website
* Drafting high quality, accurate and timely media releases and news items for digital channels
* Providing support and advice around planning and monitoring our social media channels
* Forming trusted relationships with external and internal partners, including councillors, staff members, residents, partner organisations and the news media, based on professional advice
* Supporting the media and external relations team with enquiries and interviews, as well as supporting specific media work such as for the Mayor of Camden.
* Potentially part of the team’s 24/7 on call media rota
* Effective communications plans and materials delivered and evaluated to support council services to reach citizens

**People Management Responsibilities:**

The role does not have any direct line management responsibility.

**Relationships:**

This role will work closely with the Channel Manager and Senior Media Manager, along with the Media and External Relations Officers and the wider Communications team, on campaigns and projects across the whole of the Council’s communications work. They will form relationships with colleagues across the organisation, and with external partners connected to media and external relations priority projects.

**Work Environment:**

The Communications service is normally based at 5 Pancras Square in King’s Cross – however, due to Covid-19, team members are currently working from home. You will be provided with a laptop and headset, which is a key part of the agile kit we also use in the office, and also join in regular online meetings with the team.

**Technical Knowledge, Qualifications and Experience:**

* Graduate level or equivalent work experience, at least one year’s experience in a communications / PR or public sector role
* Excellent written and oral communications
* Highly technically proficient in planning, developing and delivering content through all channels including social media, digital, press relations and print
* Experience of using digital channels to deliver campaign messages and communications priorities
* A good understanding of evidence-based communications and channel strategy, and of evaluation techniques
* Experience working with the media and on external communications
* Strong relationship management skills both internally and externally
* Good project management skills and experience reporting to customers
* Political awareness and sound judgement

**Camden Way Five Ways of Working**

*In order to continue delivering for the people of Camden in the face of ever increasing financial pressure, we need to transform the way we do things. We call this the Camden Way. The Camden Way is a key part of our transformation strategy often referred to as the transformation triangle which links the Camden Plan, the Camden Way and the Financial Strategy together.*

The Camden Way illustrates the approach that should underpin everything we do through five ways of working:

•Deliver for the people of Camden

•Work as one team

•Take pride in getting it right

•Find better ways

•Take personal responsibility