

Job Capsule Supplementary Information: Information Officer

Job Level: Level 3, Zone 2

Starting Salary: £34,033 per annum

This supplementary information for the Information Officer is for guidance and must be used in conjunction with the Job Capsule for Corporate Services.

It is for use during recruitment, setting objectives as part of the performance management process and other people management purposes. It does not form part of an employee's contract of employment.

Role purpose

The Information Officer will be responsible for supporting the delivery of a wide range of communications functions including media, digital, publicity and internal/external communications. You will need to develop the Integrated Early Years Service social media channels and also the external/internal channels we use to communicate.

Example outcomes or objectives that this role will deliver

- Production of high quality, well designed digital and print publications
- Providing a professional lead on the maintenance and development of Integrated Early Years Service digital media; coordinating populating web and intranet pages and social media with tailored content, in support of communication strategies.
- Delivery of accurate, creative content across all channels including digital
- Ensure that IEYS information is published in a way that best suits parents' and other users' needs and aligns with local and central government's aspirations for increasing transparency and open data standards
- Develop and maintain a digital service providing the information on any services or facilities that may be of benefit to parents, prospective parents, children, or young persons in the area
- Develop digital usage with families that are hard to engage or have limited digital media experience
- Contribute to the production of publicity, website, and other information in line with the Integrated Early Years' Service branding and Camden policies.
- To implement Camden's SEND Local Offer website, ensuring that it meets the statutory requirements of the Children and Families Act 2014.
- To maintain and develop the Family Information Service childcare database and childcare provider on-line module.

Experience, Skills and Knowledge

- Excellent written and oral communications
- Experience of planning, delivering, monitoring and evaluating targeted publicity campaigns
- Experience of producing high quality written materials.
- Experience of working with a wide variety of content owners to help improve customers' online experience.
- Experience of producing and understanding insight data and feedback - and use it to develop new ways of working and to improve the experience and journeys for our customers.
- Experience of being able to explain complex ideas simply.
- Good attention to detail, and proofreading/ checking abilities

People management responsibilities

- No direct reports

Relationships

- This post reports to Data and performance Manager.
- Internal at all levels.

Work environment

- The post-holder will be required to work in an 'agile' way in line with Camden's move to a paperless and flexible work environment.

Technical knowledge and experience

- Experience in the development and production of effective Web and Social media content and messaging
- Experience in the build and update of content, workflows, and processes on a range of digital platforms.
- Experience or knowledge of recognising emerging web and social media trends and translating these into recommended ways of applying them to support an organisation.
- Experience of testing new and existing web content to ensure it operates correctly (e.g. links work and go to the right places).
- Experience of working with operational teams and occasionally leadership teams to advise, guide, provide options and agree ways forward.
- Experience of effective team working alongside other colleagues to deliver shared goals.
- Experience of working on content projects from start to finish.

Over to you

We're ready to welcome your ideas, your views, and your rebellious spirit. Help us redefine how we support our citizens and we'll redefine what a career can be. If that sounds good to you, we'd love to receive an application from you.

Is this role Politically Restricted?

This post is not politically restricted, it does not therefore include providing any assistance to any political group/s. . For a list of all politically restricted roles at Camden click [here](#).

Diversity & Inclusion

At Camden, we value and celebrate difference and encourage diversity in all respects. Our diverse workforce ensures we represent our communities to the best of our ability and enables us to make better decisions. Because of this, we particularly welcome applications from Black, Asian and those of other non-white ethnicities, those who identify as LGBT+, neurodiverse and disabled people.

Agile working

At Camden, we view work as an activity, not a place. We focus on performance, not presenteeism. We create trusting relationships; we embrace innovation rather than bureaucracy and we value people. Collaboration is the Camden way, silo working isn't.

At Camden, we are proud to be one of Hire Me My Way's inaugural campaign supporters. Hire Me My Way is a national campaign led by Timewise, designed to increase the volume of good quality jobs that can be worked flexibly in the UK (www.HireMeMyWay.org.uk). Hire Me My Way aims to treble the number of available good quality flexible jobs to 1 million by 2020.

Asking for Adjustments

Camden is committed to making our recruitment practices barrier-free and as accessible as possible for everyone. This includes making adjustments or changes for disabled people, neurodiverse people or people with long-term health conditions. If you would like us to do anything differently during the application, interview or assessment process, including providing information in an alternative format, please contact us on 020 7974 6655, at resourcing@camden.gov.uk or post to 5 Pancras Square, London, N1C 4AG.

Job Family

This supplementary information for Information Officer is for guidance and must be used in conjunction with the Job Family Capsule for ??????? (Level 4 Zone 1). This is used during recruitment, setting objectives as part of the performance management process and other people management purposes. It does not form part of an employee's contract of employment