

Job Profile: Information Officer

Job Grade: Level 3, Zone 2

Salary Range: £34,033 - £39,480 per annum

About Camden

Camden is building somewhere everyone can thrive, by making our borough the best place to live, work, study and visit. Because we're not just home to UK's fast-growing economy. We're home to the most important conversations happening today. And we're making radical social change a reality, so that nobody gets left behind. Here's where you can help decide a better future for us all.

About the role

This is an important role within the Integrated Early Years' Service (IEYS) which will be responsible for supporting the delivery of a wide range of communications functions including social media, digital, publicity and internal/external communications. You will need to develop the Integrated Early Years Service social media channels and the external/internal channels we use to communicate.

The information officer will provide 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. A key part of the role is to engage with service users to ensure that their views and opinions are incorporated in our publicity and social media work.

Outcomes that the role will achieve.

- High quality, well designed digital and print publications
- Well maintained web and intranet pages and social media channels including; IEYS Council webpages and microsite, the SEND Local Offer website, the Family Information Service webpages, the Childcare database and provider online portal.
- A regularly reviewed and updated IEYS communication strategy
- Published information that has been co-designed to meet parents' and other users' needs and that are aligned with local and central government aspirations for increasing transparency and open data standards
- Increased digital usage by families with limited digital media experience
- Publicity that is of high quality and compliant within the Councils branding policies and procedures

About you

- Excellent written and oral communications
- Knowledge and experience of developing digital content for the public

- 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

Work Environment:

Based in children's centres and working from other community venues.

People management responsibilities

No line management.

Relationships

The role works across the service, teams, partners and with parents' and volunteers to produce publicity materials both digital and printed that promote the IEYS services and resources. Accountable to the Data and performance Manager and a named Locality Leader. Working with designers, printers, the Councils own communications team, service partnerships, a range of professional disciplines, organisations and volunteers.

Over to you

We're ready to welcome your ideas, your views, your creativity and insight. Help us redefine how we're sharing information with local residents and people who deliver services in Camden and we'll redefine what a career can be. If that sounds good to you, we'd love to talk

Is this role Politically Restricted?

This role is not Politically Restricted. Some posts at Camden are politically restricted, which means individuals holding these posts cannot have active political role. 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.

