

Job Profile

Job Title: Digital and Media Officer

Job Grade: Level 4, Zone 1

Salary Range: £40,652 - £46,779

About Camden

At Camden, we're working closely with our communities to build a better, fairer borough for everyone, where nobody gets left behind. We've experienced significant challenges in recent years including the pandemic and cost of living crisis. We've seen the extraordinary community spirit of Camden and, as we move forward, it's crucial we all stay working together to create the best future for Camden. In this role, you will have the opportunity to join our Media and External Relations Team to help us plan, develop and create resident-focused communications that support the priorities of the council and our work supporting Camden's communities.

About the role

The role of Digital and Media Officer is unique within Camden's Communications service. It sits within the Media and External Relations team and reports directly to the Communications Manager (Channel).

This is both a strategic and hands-on role. The post holder will experience working on a variety of projects and be responsible for ensuring these are delivered as effectively as possible by advising on the best use of channels. The role has a special focus on producing digital content and includes assisting with the Council's day-to-day reactive and proactive media relations.

The role's responsibilities include:

- Support the delivery and implementation of Camden's channel strategy, helping communications' campaigns to achieve the council's objectives.
- Managing the day-to-day running of the Council's suite of digital channels, including social media monitoring, creating digital content, keeping a forward plan of activity up to date and evaluation.
- Acting as an internal contact across the organisation advising on best practice for channel use and the production of digital materials, including video.
- Leading on the creation and distribution of the Council's email newsletter.
- Supporting the Communications Manager (Channel) with editorial duties for the Council's print publications, including the Council's resident magazine and paid-for newspaper inserts.
- Finding new opportunities for collaboration within the team and in the wider organisation, including developing relationships with external partners, to improve communication with Camden audiences.

- Applying effective evaluation methodology to show impact and success of digital channels and media, reporting back internally, and promoting learning from insights.
- Supporting the Council's research programme to ensure campaigns have maximum impact.
- Leading on training and learning sessions to upskill the team on technical aspects of digital channel use, for example, the production of videos and best practice for digital advertising.
- Working directly with the Senior Media Manager in a flexible matrix system, taking on responsibility for specific areas to promote the Council in the news media and manage reputation on issues and projects across a range of services, campaigns and public affairs activity.
- Taking part in the Media and External Relations team's press desk rota and be part of the out of hours media on call service, dealing with media enquiries from journalists.
- Proactive media work, including drafting press releases and integrating media work with communications campaigns and engaging with key stakeholders.
- Working with and providing advice to senior management and elected members, support with press enquiries, interview bids and issues/crisis management.

About you

You will bring to this role the following experience and skills:

- Excellent verbal and written communication skills, including editorial skills.
- A wide range of communications experience and knowledge of channels.
- Digital, media and marketing skills, including specific expertise in creating digital content, including short video content, reels etc.
- A strong track record delivering evidence-based campaigns and of measuring impact.
- Degree level qualification or equivalent work experience.
- Experience of managing projects and planning work to deliver on time and on budget, with competing priorities.
- Confident when providing strategic advice to senior colleagues.
- Experience of working with and providing advice to external partners and stakeholders.
- A track record of successful outcomes achieved through reactive media work, handling press enquiries and interview bids.
- Experience of proactive media work, including drafting press releases and integrating media work with communications campaigns.
- Crisis communications and emergency planning skills.
- Political awareness and sound judgement.
- Ability to see new opportunities for Communications and advise on better ways of doing things.

Work Environment

This is a hybrid role which includes work in Camden's community, in the office and at home. The Communications service is based at 5 Pancras Square where all staff work in an agile way in-line with Camden's move to a paperless and flexible work environment. The role may co-locate with services when working on specific projects or campaigns.

People Management Responsibilities

The role will not have direct line management responsibility.

Over to you

We're ready to welcome your ideas, your views, and your rebellious spirit. Help us redefine how we're supporting people, 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?

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.

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,