

JOB OUTLINE	
JOB TITLE: Content Officer	JET CODE: 7990
SERVICE: Corporate Support	
DIVISION: Communications	
REPORTING TO: Team Leader – News and Media	
RESPONSIBLE FOR: N/A	
JOB PURPOSE: To support creation and delivery of effective public and employee communications content which promotes council priorities and services. To create engaging content for publication across a range of communications channels. This will include producing content such as video, photography, graphics and written material for social media and other channels. To also support delivery of employee communications and engagement activity through the creation of similar content for our internal channels and audiences.	
MAIN DUTIES: • Reporting to the Team Leader – News and Media, work closely with colleagues in communications and across the organisation to support delivery of the council's communications strategy. • Create high-quality digital content including social media posts, photography, video content, graphics and infographics for use across external communications channels. • Film, edit and publish video content to support news stories, council services, campaigns and other corporate priorities. • Produce engaging content that helps communicate council priorities and demonstrates the impact of council services on local communities. • Contribute to the planning and delivery of social media content, ensuring content is timely, accessible and appropriate for target audiences. • Support the development and delivery of employee communications by producing articles, videos, interviews and other content for internal communications channels. • Assist in the production and distribution of the council's employee e-zine and other internal communications materials.	

- Support the planning and organisation of employee engagement activities and events, including recognition events and other corporate initiatives.
- Work with council services to identify opportunities for proactive storytelling and the promotion of good news stories.
- Provide advice and support to colleagues on the use of digital content, video, photography and social media to achieve communication objectives.
- Ensure content complies with corporate branding, accessibility standards, appropriate style guides and Plain English principles.
- Monitor developments in social media and digital communications and contribute ideas for improving audience engagement and content performance.
- Any other appropriate duties, as requested by Management, commensurate with the grade for the post.

ESSENTIAL REQUIREMENTS FOR THIS ROLE

Qualifications/Experience:

- Educated to degree level or equivalent in Communications, Public Relations, Journalism, Marketing, Digital Media or a related discipline, **and/or** able to demonstrate equivalent knowledge, skills and competencies gained through relevant employment.

Disclosure Scotland:

- None

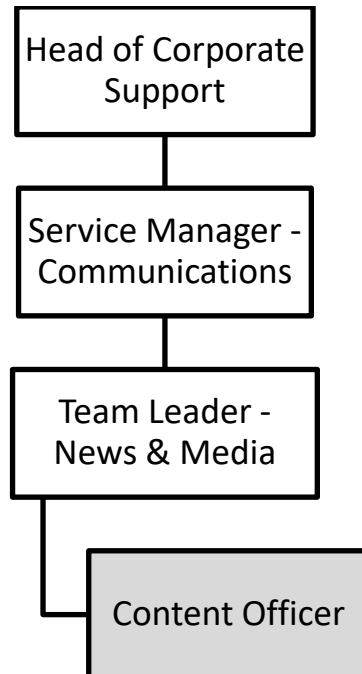
Scottish Social Services Council:

- None

TEAM RESPONSIBILITIES:

To play a key role in delivering the council's communications, digital and customer strategies by helping to develop e-communications initiatives to meet the objectives of the Council Plan and the council's customer contact and communications strategies.

ORGANISATIONAL STRUCTURE:



PERSON SPECIFICATION		
Attributes	Essential	Desirable
Education, Registration & Training	Educated to degree level or equivalent in Communications, Public Relations, Journalism, Marketing, Digital Media or a related discipline, and/or able to demonstrate equivalent knowledge, skills and competencies gained through relevant employment.	A current driving licence and/or use of a vehicle to travel between locations.
Previous Experience (Paid & Voluntary Work)	Experience of working in a communications, public relations, marketing or digital media environment. Experience of researching, writing and editing content for a range of audiences. Experience of managing or creating content for social media channels. Experience of producing and editing video content. Experience of photography and image creation. Experience of producing graphics, infographics or other digital content. Experience of contributing to communications campaigns or projects.	Experience of employee communications or employee engagement activity. Experience of organising events. Experience of working in local government or the public sector. Experience of using social media analytics and reporting tools.
Knowledge/ Skills /Competencies	Excellent written and verbal communication skills. Strong storytelling and content creation skills. Knowledge of social media platforms and digital communications techniques.	Understanding of local government services and decision-making processes. Understanding of employee engagement principles.

	Ability to create engaging video and multimedia content. Knowledge of accessibility requirements and Plain English principles. Good organisational and time-management skills. Ability to manage multiple projects and competing priorities. Competent user of Microsoft 365 applications.	Knowledge of current digital communications trends and emerging platforms. Experience using design software, clipchamp and Premiere Pro video editing packages.
Personal Qualities	Creative and proactive approach. Ability to work independently and as part of a team. Strong attention to detail. Ability to build positive relationships with a range of stakeholders. Ability to work to deadlines and respond to competing demands. Enthusiastic, adaptable and solution focused.	
Council Behaviours	We are Person Centred We Initiate and Embrace Change We Strive to be the Best we can be We make things Happen We work Together	