

# ROLE DESCRIPTION

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| Post: | Digital Communications Officer (Campaigns) |
| Post No: |  |
| Location: | All Wales, with offices in Cardiff or St Asaph |
| Pay Band: | A3 - £25,337 - £30,336 |
| Contract Type: | Fixed Term – 12 months |
| Line Manages: | n/a |
| Reports To: | Senior Digital Communications Officer |

**Job Purpose:**

Manage the planning, development, implementation and evaluation of Social Care Wales’s campaigns, with a particular focus on using digital channels.

Advise on, monitor, summarise and provide analysis of campaign effectiveness.

Co-ordinate the design of digital materials related to campaigns.

Manage research studies into how stakeholders perceive the organisation and its work.

Manage and co-ordinate the social media communication of Social Care Wales.

It is essential that the post-holder is capable of carrying out all tasks and responsibilities with equal competence in Welsh and English.

Main Duties:

Ensure that digital communication is fully integrated into internal and external communication strategies, policies and media marketing campaigns.

Advise on appropriate use of different channels for campaigns, ensuring an integrated approach and using digital technologies to full potential.

Manage, co-ordinate, plan, draft and edit imagery and copy for a mix of social media communication channels e.g. the website, adverts and Twitter.

Manage, populate and maintain Social Care Wales blog site.

Plan, implement and evaluate Social Care Wales’s contribution to Social Care Week.

Keep up-to-date with emerging digital media to support the work of the communications and public affairs team and share good practice.

Assist in drafting and producing briefings, papers and presentations for senior officers by researching, extracting and analysing information in relation to campaigns.

Organise research studies, such as the Wales Omnibus and registrant surveys, to find out how key groups of stakeholders perceive Social Care Wales and its work, and recommend any actions as a result of the findings.

Contribute to the implementation of a digital communication and engagement strategy.

Support and contribute to the implementation of digital best practice across the organisation, including accessibility and search engine optimisation.

Contribute articles, when required, for Social Care Wales’s e-bulletins for stakeholders.

Assist with the team’s responsibilities for editing and publishing on the website.

Assist in the implementation of the Social Care Wales’s Welsh language policy by performing occasional translation work to aid prompt communication.

Assist in providing effective, efficient and economic resource management, through raising requisitions and orders in respect of the organisation's expenditure on communications and publications.

Support the team’s activities in social media, media relations, publications and events, as and when required.

**2. General**

Maintain confidentiality when dealing with sensitive, personal or confidential information.

Promote the effective integration of Social Care Wales’ values, anti-discriminatory practice, equal opportunities and the Welsh Language Scheme throughout all aspects of work, and place service users at the heart of the agenda.

Respond proactively to colleagues, participate in team working, work to corporate policies and procedures and contribute to the running of Social Care Wales.

Promote good working relationships with partners and customers within Wales and other countries in the UK.

Undertake relevant training and where required assist with the training of others.

Keep up-to-date with latest web research and best practice to inform future developments.

Undertake other duties that may reasonably be requested which are appropriate to the level of the post.

**Person Specification**

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| Post: | **Digital Communications Officer (Campaigns)** |

We expect all our staff embrace and demonstrate behaviour that is in line with our Organisational Values.

**Respect Everyone**

* Seeing people as Individuals and treating everyone with dignity and respect.

**Professional Approach**

* Acting responsibly and appropriately, holding each other to account.

**Always Learning**

* Improving ourselves and supporting others to be the best we can be.

**Involve People**

* Encourage and enable everyone to work together.

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|  | Essential | Desirable |
| Qualifications | A relevant qualification in digital campaigns or marketing or equivalent experience.  Evidence of continuous professional development. |  |
| Knowledge | Up-to-date knowledge of best practice approaches using evidence to develop and evaluate campaigns. |  |
| Experience | Clear understanding of different digital and social media communication channels and how to use them effectively with different stakeholders  Awareness of appropriate use of different channels for campaigns, ensuring an integrated approach and using digital technologies to full potential.  Previous experience of producing newsletters and articles.  Delivery of online events including podcasts, live chats, broadcasts, blogs and Tweets.  Good understanding of accessibility and usability issues, and ability to create content that meets accessibility requirements. | Experience working in the public sector. |
| Skills & Attributes | Analytical and able to see the work from the perspective of groups at whom it’s targeted.  Strong computer skills and excellent working knowledge of project based e-mail platforms, photo editing software, MSOffice, google analytics (Word, PowerPoint, Excel and Outlook).  Ability to grasp the needs of colleagues and propose practical solutions.  Able to manage multiple projects at the same time, each with a different timeline.  Confidence, to present and explain ideas to colleagues, including senior management.  Attention to detail and accuracy.  Professional approach to time and deadlines.  Able to read, write speak and proof-read to a high standard in both Welsh and English. |  |

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**Confidential**

**Application form**

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| Post applied for: | Digital Communications Officer (Campaigns) |

For HR use only:

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| Candidate Reference Number |  |

**Application form Confidential**

This form will need to be photocopied, please type or write clearly in black ink – Please do not remove any of the perforated pages.

We welcome applications through the medium of Welsh

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| **Personal details** | | |
| Last name - Mr/Mrs/Ms/Miss | | |
| First Names(s) | | |
| Home Address | | |
| **Telephone No.** | Daytime: | Home: |
|  | Mobile: | e-mail: |

**References**

Please give details of two previous employers to whom we may apply for a reference. One of these must be your present or most recent employer - if applicable.

**References for all shortlisted candidates will be taken up prior to the interview.**

**If you do not want us to contact your referees at this stage please tick the box:**

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| --- | --- |
| 1. Name: | 2. Name: |
| Job Title: | Job Title |
| Capacity: | Capacity: |
| Address: | Address: |
| Postcode: | Postcode: |
| Telephone: | Telephone: |
| e-mail: | e-mail: |

**Relationships**

Have you any friends or relatives employed by the Social Care Wales? If so, please provide name(s) and relationships with those named:

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**Legal status to work in the UK**

Do you have the legal right to work in the UK? Yes/No

If ‘YES’ but there are conditions attached, for example start or finish dates, please give details:

If ‘NO’ what type of permit do you require?:

**Availability**

Are there any dates during the next two months when you cannot attend for interview?

**Education/qualifications**

Please give name and type of establishment, beginning with Secondary School and list qualifications gained.

| **Establishment** | **Qualifications** |
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**Membership of professional bodies and professional qualifications**

Please give details of your membership of professional bodies and the level of qualification attained.

| **Date** | **Professional Organisation** | **Level of membership attained** |
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**Additional training**

Please detail any further or specialist training undertaken or continuing professional development.

**Employment**

If you are a school/college leaver include details of holiday jobs.

**Present or last employer**

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| Name, address and nature of business: |
| Position held and responsibilities: |
| Dates (Month and Year) From: To: |
| Salary (now or on leaving): |
| Notice Period: |
| Reason for leaving: |

**Previous employers**

Starting with the most recent. Add more rows if necessary.

| **Name and nature of business** | **Position held and responsibilities** | **Duration - months and years** |
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**Person Specification**

Please explain how you meet the following criteria by providing examples from previous experience *(please note: the boxes will expand as you write in them)*

**Essential**

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| Up-to-date knowledge of best practice approaches using evidence to develop and evaluate campaigns. |
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| Awareness of appropriate use of different channels for campaigns, ensuring an integrated approach and using digital technologies to full potential. |
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| Delivery of online events including podcasts, live chats, broadcasts, blogs and Tweets. |
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| Analytical and able to see the work from the perspective of groups at whom it’s targeted. |
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| Able to manage multiple projects at the same time, each with a different timeline. |
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| Confidence, to present and explain ideas to colleagues, including senior management. |
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| Able to read, write speak and proof-read to a high standard in both Welsh and English. |
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**How did you hear about this position?**

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**Declaration**

I confirm that the details of this application and the evidence of competency provided in support of it, are to the best of my knowledge true and accurate; and I consent to Social Care Wales processing, by means of a computer database or otherwise, any information I have provided for the purposes of employment with Social Care Wales.

Signature**:**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Date:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_