VACANCY IN WEB AND SOCIAL MEDIA

Web and Online Officer
Grade 3

Ref: 587714

Working Pattern: Full time
Preferred start date: September 2017 (TBC)

Closing date: 24 July 2017

About the Post

This post is part of the Web and Social Media Team, which is part of the Research, Communications and Public Engagement Group. With overall editorial control of the Parliament’s online channels, the team manages and develops digital content and is responsible for taking forward the strategy and operational plans for the website and agreed social media platforms. This includes digital marketing, monitoring, analytics and reporting, and the provision of expert advice, guidance and support to content editors throughout the organisation.

Duties

As well as contributing to the day-to-day running and development of the Parliament’s website and social media channels, you will be responsible for providing expert advice and guidance to other staff on producing high quality online content, and training and support in the best use of our systems and tools. You will also be responsible for working with other offices on the planning, delivery and reporting on specific digital campaigns to support public engagement and raise awareness of the Parliament’s work and functions.

Reporting to the Web and Online Manager, your duties will include:

- producing and posting high quality online content to our website and social media channels;
- monitoring social media activity, working with other offices to agree timely and appropriate responses;
- providing guidance, support and training to web content editors in the use of the content management system (OpenText) and drafting good web content;
- providing guidance, support and training to social media users on the best use of our channels and tools;
- taking part in projects and workstreams as required by the Web and Online Manager;
- planning, delivering and reporting on specific digital campaigns to support outreach, events and parliamentary business;
- measuring and evaluating the effectiveness of our campaigns and regular digital activity, using available analytics packages.
Skills, Knowledge and Experience Required

You will be an enthusiastic, highly motivated individual with substantial experience of web content editing and using social media to engage with targeted user groups, and data analysis and reporting.

You must be able to provide evidence to demonstrate the following:

Improvement, innovation and change
- an excellent understanding of social media and proven experience of producing innovative and engaging content;
- experience of developing, managing and evaluating strategies and campaigns using social media;
- experience in data analysis and reporting.

High quality service
- experience of creating and publishing web content using a content management system and a good understanding of best practice in writing for the web (including usability and accessibility);
- experience of developing standards and guidance.

Communication
- the ability to express yourself clearly and concisely on the telephone, in writing and in person and ensure your message has been understood;
- experience of delivering training, and providing specialist advice and support.

Teamwork and collaboration
- Ability to plan and prioritise workload;
- ability to work flexibly and responsibly in a fast-paced changing environment;
- ability to work with colleagues on projects including the development and implementation of integrated communications plans.

Parliamentary and political awareness
- good parliamentary and political awareness;
- an understanding of how this would need to be applied when planning and delivering products and services.