

Job Description

Job title	Digital Communications and Engagement Officer
Directorate	Business Support
Division	Communications and Marketing
Range	MPR 5
Reports to	Senior Media and Internal Communications Manager

Main purpose of the job:

The Digital Communications and Engagement Officer is a creative role with the responsibility of the development and management of Medway Council’s social media platforms and digital communications channels. This role has an overarching responsibility of all corporate social media channels, working within the Communications and Marketing department, as well as provides a leading role in developing and managing our digital channels. Through careful planning, in support of the council’s vision and priorities, they will develop and implement corporate social media and digital strategies, and help develop the council’s social media and digital profile and reach.

This role works particularly closely with the Press Office to support with proactive and reactive communications. They have excellent writing skills and can produce engaging copy across multiple channels – for both proactive and reactive purposes, as well as in support of a range of services. They work well under pressure and can work independently, with the ability to produce quick and accurate informative and engaging copy and content.

The Digital Communications and Engagement Officer will research topics and write scripts, as well as film, edit and publish video interviews and promotional content across a variety of social media and digital platforms. The Digital Communications and Engagement Officer also provides a social media listening role and leads on responding to public queries made through social media.

Liaise with stakeholders in a way that promotes the [One Medway Council Plan](#) and embeds our [values and behaviours](#).

Accountabilities and outcomes:

The Digital Communications and Engagement Officer is responsible for the development and management of Medway Council's social media platforms and digital communications channels. Working within the Communications and Marketing department, they have an overarching responsibility of managing and developing corporately used channels and platforms, as well as recommending new methods. This role leads on planning and creating engaging corporate content and activity, which reaches a variety of audiences through the appropriate channels.

The Digital Communications and Engagement Officer will have an excellent knowledge and experience of how to set up and maintain multiple social media and digital channels, as well as support service-run social media channels. They stay up-to-date on industry best practice and make recommendations through trend awareness. This is a varied role, working particularly closely with the Press Office team, supporting both proactive and reactive communications. They will have a keen eye for detail as well as excellent writing skills, with the ability to write copy across social media, digital or websites depending on the audience and channel, as well as the required tone. They will also have the ability to turn complex information into an easy to read and understand format, and can support with producing content quickly and accurately where required, for example during a crisis or emergency incident. The Digital Communications and Engagement Officer will be part of the Press Office rota to attend evening public meetings, such as Full Council and Cabinet, sitting alongside journalists and providing social media updates on corporate decision making. They will also be part of the Communications and Marketing team's out of hours emergency communications rota, providing on call communications support and advice during an incident or crisis. The Digital Communications and Engagement Officer, with support from the Senior Media and Internal Communications Manager, is responsible for developing and implementing corporate social media and digital strategies, to support the priorities and vision of the council. They will also be able to analyse performance and make recommendations of improvements to continuously improve the council's digital and social media profile and engagement reach. They will manage the scheduling and forward planning of social media posts and digital communications activity.

Supporting the role of the Press Office, the Digital Communications and Engagement Officer will create engaging content to support written copy – but with the ability of producing their own written copy too, provide a social media listening role and lead on responding to public queries made through social media. They will also be confident to train colleagues from other services which have a social media presence and provide support on a range of topics, as well as guide colleagues in the Communications and Marketing department on best practice and the effective use of digital and social media channels in communications.

This is a creative role with responsibility of filming and editing videos – through smartphone and professional equipment – and working with our Design team to source photos and imagery. They will also support the creation of social media graphics, working to corporate style and brand guidelines.

In addition to planning proactive filming opportunities, they will work closely with the Press Office to support with the filming of spokespeople, to be published with press releases or corporate news – across social media and digital channels. They will also lead on producing and publishing the weekly One Minute Medway videos with Cabinet members, and representatives from partner organisations, and publish the footage to social media and YouTube. They will also have the ability to research topics and write clear, concise scripts.

At the discretion of the Senior Media and Internal Communications Manager, other tasks may from time-to-time be agreed consistent with the nature of the job described above, including supporting with writing proactive press releases.

It is an exciting and creative role where the Digital Communications and Engagement Officer will have the opportunity to use their creative skills and experience to support the work of the department, which could also include writing and publishing newsletters to support the Communications and Marketing department, SEO and beyond. At manager's discretion, other activities may be assigned that fit the job description.

Key Corporate Accountabilities:

To work with colleagues to achieve service plan objectives and targets.

To understand and actively keep up to date with GDPR responsibilities, including completing regular refresher training.

Safeguarding is everyone's responsibility: all employees are required to act in such a way that safeguards the health and well-being of children and vulnerable adults.

As a corporate parent, all council employees are responsible for ensuring the well-being and positive outcomes of Medway's care-experienced children and young people.

To participate in the Performance Appraisal process and contribute to the identification of own and team development needs utilising the Career Progression Framework.

Work in accordance with the Equality Act 2010 and the Public Sector Equality Duty to eliminate unlawful discrimination, harassment and victimisation. Promoting equality of opportunity, fostering good relations and improving the quality of life and opportunities for everyone living and working in Medway.

To ensure full compliance with the Health and Safety at Work Act 1974, the Council's Health and Safety Policy and all locally agreed safe methods of work.

To fully understand and be aware of the commitment to the duty under Section 17 of the Crime and Disorder Act 1998 to prevent crime and disorder.

Promote the Medway Carbon Neutral by 2050 commitment; supporting the Council action plan to ensure we play our part in addressing the climate emergency.

Medway Council is a Category One responder in relation to the Civil Contingencies Act (2004) and as a result all staff working for the Authority may be asked to carry out Category One response duties or stand in the role of another member of staff who is responding to a Major Civil Incident.

Organisation:

This role reports to the Senior Media and Internal Communications Manager

The post holder will not be required to line manage others but may be required to direct, coordinate or train other employees.

The post holder will need to liaise with all stakeholders both internal and occasionally external to the organisation.

Working Style:

HYBRID - a flexible working arrangement whereby an employee can undertake their work either in the office and/or partially or mainly from home on a temporary or permanent basis. This role will work at Gun Wharf at least twice a week, alongside the Press Office. The post holder may be based at home and travel to other sites as and when required as part of their duties.

Person specification

All criteria at level A should be considered essential requirements.

Qualifications

Level A

- A relevant degree/qualification – for example in digital media and communications, digital marketing and social media or multi-media journalism.

Level B (in addition to level A criteria)

n/a

Level C (in addition to levels A and B)

n/a

Knowledge

Level A

- Understanding of local government structures, responsibilities, and policies.
- Expertise in leveraging social media and digital platforms to target specific audiences.
- Knowledge in creating engaging, multimedia content across various digital channels.
- Proficient in using scheduling tools and systems for social and digital media.
- Competent in applying analytics and intelligence to optimise digital performance.
- Familiar with the operations of a communications team or news desk.
- Developed knowledge to write scripts for multimedia content.
- Capable of developing social media and digital plans for proactive communications.
- Clear understanding of what drives engagement across multiple platforms.
- Knowledge of the council's legal duty to warn and inform before, during and after an emergency incident.
- Awareness of GDPR and its implications for communications

Level B (in addition to level A criteria)

- Developed knowledge of public sector structures, responsibilities, and policies.
- Knowledge of best practices for growing and retaining audiences on social media and digital platforms.
- Demonstrates the knowledge to effectively respond to social media queries and managing reactive communications.
- Developed understanding of strategic approaches to developing social media and digital communication plans.
- Awareness of key performance indicators (KPIs) and analytics tools for measuring digital campaign success.
- Understanding of crisis communication principles and the legal obligations of local authorities to warn and inform during emergencies.
- Knowledge of protocols for managing communications before, during, and after emergency incidents in relation to the team.
- Awareness of the role and benefits of digital technologies in promotional and marketing activities.
- Understanding of legal restrictions on communications, including pre-election (purdah) regulations.
- Council Value and Behaviours
- One Medway Council Plan
- Developed knowledge of EDI in respect of the role and team.
- Knowledgeable in internal procedures that impact health and wellbeing, with a focus on responsible communication.

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Level C (in addition to levels A and B)

- Excellent understanding of public sector structures, responsibilities, and policies.
- In-depth knowledge of social media and digital trends, consistently applied to grow reach and engagement.
- Advanced knowledge of developing and executing effective social media and digital communication plans, with proven results through analytics.
- Advanced understanding of writing styles, tone of voice, and adapting language for different spokespeople and audiences.
- Advanced knowledge of crisis communications, including legal responsibilities to warn and inform during emergencies, and supporting the Press Office effectively.
- Up-to-date knowledge of emerging digital platforms and their application in both proactive and reactive communications.
- Familiar with best practices for using internal and external corporate communication channels.
- Developed knowledge in relation to legal restrictions on communications, including purdah, with the ability to advise others confidently

Experience

Level A

- Customer-facing experience, including responding to queries via social media.
- Experience in using social and digital media scheduling tools and systems.
- Proven experience of delivering outcomes in fast-paced environments such as newsrooms, press offices, communications teams, or client-facing agencies.
- Demonstrated ability to apply specialist knowledge to deliver practical solutions.
- Experience of using strong organisational skills to manage competing priorities and meet tight deadlines under pressure.
- Experience creating both proactive and reactive multimedia content in a public relations context.
- Skilled in producing diverse content formats (e.g. video, graphics) across multiple digital platforms.
- Experienced in scripting video interviews, including research and time-sensitive writing.
- Contributed to communications plans with creative multimedia content ideas.
- Skilled in planning and scheduling digital content using analytics and tracking tools such as Google Analytics, Tag Manager, Search Console, Looker Studio, and Meta Events Manager.
- Proficient in video and audio editing software.
- Experienced in writing and proofreading accurate, engaging copy.

Level B (in addition to level A criteria)

- Over 18 months' experience in a Communications or newsroom environment.
- Experienced in creating and editing multimedia content (video, graphics, photography) for both proactive and reactive communications across digital platforms.
- Proficient in analysing campaign performance data to evaluate impact and inform future strategies.
- Developed and implemented social media and digital communication plans, guiding colleagues and aligning with organisational goals.
- Advised colleagues on best use of scheduling tools, analytics, and tracking platforms including Google Analytics, Tag Manager, Search Console, Looker Studio, and Meta Events Manager.
- Delivered training on video/audio editing software and digital tools to colleagues.
- Supported the Press Office with proactive communications, including writing press releases and proofing publications such as Medway Matters.
- Provided media interview support to senior staff, including briefings and advice on broadcast handling.

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- Applied emerging social media and digital trends to enhance communications workstreams.
- Broad experience across marketing, digital communications, campaign planning, evaluation, and content production.
- Independently managed both reactive and proactive media tasks, including public queries and deadline-driven content.
- Analysed multimedia content to recommend improvements and apply best practices.
- Demonstrated initiative and sound judgment in day-to-day decision-making with minimal supervision.
- Consistently supported the wider Communications and Marketing team across projects and campaigns.
- Applied social listening techniques to inform strategy and improve outcomes.

Level C (in addition to levels A and B)

- Experienced in advising colleagues on managing reactive social media enquiries and maintaining public trust.
- Effectively applies social media and digital expertise to support communications priorities and organisational vision.
- Proven success in creating timely, high-impact multimedia content—both proactive and reactive—including during crises and emergencies.
- Uses initiative to produce content aligned with key messages and tone of voice, supporting strategic priorities.
- Experience of writing engaging scripts for a range of colleagues, including testing new trends and formats.
- Developed and implemented detailed social media and digital communication plans across diverse services and topics.
- Experience introducing new platforms and trends to support council objectives.
- Experienced in researching and drafting effective responses to social media queries and supporting media work with scripts.
- Successfully implemented high-quality content that has contributed to the growth of Medway's digital platforms.
- Uses social media effectively to deliver urgent service updates and emergency communications.
- Provides professional advice to senior staff to safeguard the council's reputation.
- Demonstrates sound judgment and independence in managing social media decisions and activity

Skills

Level A

- Full UK driving licence with access to own transport for work purposes.
- Proficient in Microsoft Word, Excel, Outlook, and experienced with CMS and/or digital systems.
- Skilled in writing compelling copy with excellent grammar.
- Ability to adapt writing to various formats and audiences, with proven results.
- Skilled in scripting for video interviews and producing diverse content.
- Strong independent working ability, including confident decision-making outside of set procedures.
- Ability to effectively implement problem solving strategies and to manage unexpected situations.
- Strong analytical skills; able to interpret complex information and develop medium-term solutions with creativity and innovation.
- Ability to generate impactful content ideas for both proactive and reactive communications.
- Capable of delivering training (e.g. social media) to colleagues.
- Multimedia skills including filming, editing, and content production.
- Professional and approachable; communicates clearly and respectfully.
- Builds trusted relationships with senior leadership and Cabinet, offering strategic communications advice.

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- Balances service-oriented approach with independent, credible media guidance.
- Developed video and audio editing skills; proficient in Canva and Adobe Creative Cloud (InDesign, Premiere Pro, After Effects, Photoshop, Lightroom, Illustrator).
- Strong visual sense for photography and filming locations.
- Highly organised, creative, and proactive.
- Developed communication and campaign messaging skills.
- Ability to use research and analytics to enhance digital and social media campaigns.
- Ability to deal with non-routine and complex tasks.
- Committed to equality, diversity, and fair treatment for all.

Level B (in addition to level A criteria)

- Proficient in managing and creating content for a range of social media and digital platforms to drive engagement and support campaigns.
- Strong planning, content development, and organisational skills; consistently meets deadlines and adapts quickly to changing priorities.
- Demonstrates the ability to write high-quality scripts and produce engaging multimedia content, including video interviews.
- Skilled in interpreting digital performance data to inform strategy and improve outcomes.
- Confident working independently, making informed decisions within and beyond established procedures.
- Proven ability to analyse complex information to protect and enhance organisational reputation.
- Demonstrated the ability to deliver consistently high engagement and reach across digital channels.
- Ability to train colleagues and support team operations, for example standing in for absent colleagues to facilitate requests from content creation to writing copy.
- Ability to advise senior leadership and Cabinet on communications strategy and messaging.
- Able to identify and address misinformation on social media effectively.
- Capable of presenting complex or sensitive information clearly to diverse audiences.

Level C (in addition to levels A and B)

- Effectively manages competing priorities and deadlines across reactive and proactive workstreams, while providing timely support to the Press Office and wider department.
- Demonstrates a strong track record of working autonomously, making sound decisions, and delivering successful outcomes without supervision.
- Ability to develop and implement social media and digital communication plans that align with broader organisational strategies.
- Skilled in handling sensitive matters and responding to short-notice media requests with well-prepared scripts, helping to protect and enhance the council's reputation.
- The ability to interpret complex information to support colleagues and inform communications, while regularly reviewing past performance and emerging trends to recommend improvements.
- Actively supports team development by sharing expertise and helping colleagues improve their digital and social media capabilities.
- Committed to learning, adapting, and implementing best practices to enhance communications effectiveness and team performance