**Advert Template**

Include the key terms and conditions of the role in the section below. Other things you may want to include if applicable are, term time only, immediate start available, start date in the future, working from home, compressed hours, job share etc. It is **essential** that all adverts include this because when they are uploaded to job boards this information can be lost so needs to be included in the advert text.

|  |  |
| --- | --- |
|  | **Manager to complete below**  |
| **Job Title**  | * Digital Comms and Campaign Officer (PO3) up to £48,063
 |
| **Salary Range**  | * Digital Comms and Campaign Officer (PO3) up to £48,063
 |
| **Permanent/Fixed Term/Secondment** | 2 year fixed term |
| **Full Time/Part Time/Term Time Only** | Full time – with flexible working |
| **Location**  | Wandsworth Town Hall/hybrid |
| **Other essential information** |  |

Introduction -The section below is all about what the objective of the role is and what the candidate will want to achieve in the role. This must include ‘you’ not ‘we’. It also covers what the objective of the service is and how this role fits within that objective. (refer to point 1 and 2 in guidance)

|  |
| --- |
| **Objective of role** **Wandsworth Council is a dynamic local authority in London, committed to delivering excellent services and making a positive impact on our diverse community. We are looking for a talented communications professional to join our team and help us effectively communicate our initiatives, engage residents, and drive positive change in the borough.**The Communications Team is at the centre of the Council and has a high impact on the services and audiences it serves. It provides strategic leadership on media relations, public relation, event management, community engagement, publications, social media management and monitoring, branding, design and the councils websites. It is also responsible for the operational oversight, delivery and coordination of all communications activity across the wider council |

In the section below, you want to outline what the role involves, what the key criteria of the role are, and what knowledge is needed to achieve the objective. This can be listed out to make it really clear what the key criteria of the role are. (refer to point 3 in guidance)

|  |
| --- |
| As the **Digital Communications and Campaigns Officer** you will be responsible for developing and implementing communication plans to promote Wandsworth Council's projects, policies, and services. You will support behaviour change campaign efforts, communications planning, storytelling and content creation across the organisation, and identify and deliver proactive PR initiatives to enhance the council's reputation. |

In the section below you will need to outline the essential qualifications, skills and experience needed to perform the role. This should typically be **5-6 key criteria,** which will form the basis of your shortlisting, interview questions and what you select the candidates against. By sticking to the key criteria, we reduce bias and ensure a fair and open, competitive landscape for candidates ensuring you select the most suitable one for the job.  Please do not include desirable criteria. (refer to point 4 in guidance)

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Essential Qualifications, Skills and Experience**

|  |  |  |
| --- | --- | --- |
| **Knowledge** | **Essential** | **Desirable** |
| Proficiency in digital marketing tools and platforms, including social media management tools, email marketing software, and web analytics platforms. | **x** |  |
| Creativity, innovation, and a passion for leveraging digital channels | **x** |  |
| Excellent project management, with the ability to prioritize tasks, meet deadlines, and work effectively in a fast-paced environment. | **x** |  |
| **Experience** | **Essential** | **Desirable** |
| Proven experience in digital communications, social media management, and campaign development. | **x** |  |
| Knowledge of SEO principles, digital advertising best practices, and emerging trends in digital communications | **x** |  |
| Resident of Wandsworth borough |  | **x** |
| **Skills** | **Essential** | **Desirable** |
| Excellent interpersonal skills, with the ability to build relationships and collaborate effectively with diverse stakeholders. | **x** |  |
| Strong writing and editing skills, with the ability to craft compelling and engaging content for diverse audiences.  | **x** |  |
| Clear understanding of how to use and assess the effectiveness of social media and other e-marketing tools. | **x** |  |
| **Qualifications** | **Essential** | **Desirable** |
| Bachelor's degree in digital marketing, communications, public relations, journalism, or a related field |  | **x** |

More detail and full job description for the role(s) you are interested in are set out on our ***recruitment hub (hyperlink to hub)*** |

Please include the closing date, shortlisting date and interview dates. You are advised to have these set up in yours and the other panel members diaries before the advert is published to ensure that there are no unnecessary delays that will negatively impact the candidate's experience. We also advise you to indicate if there will be a test/presentation.

|  |
| --- |
| **Closing Date:** 5th June 2024**Shortlisting Date:** 10th June 2024**Interview Date**: w/c 17 June 2024 (interviews will be via video call - questions will be shared in advance)**Test/Presentation: In person written test and group exercise w/c 17th June – Wandsworth Town Hall.** |

Mandatory, corporate messages that need to be included in all adverts due to accreditations we hold and is part of our commitment to ensuring we hold open, fair and competitive recruitment practices.

|  |
| --- |
| Richmond and Wandsworth Councils are committed to making our recruitment practices as inclusive as possible for everyone. We are committed to promoting equality and diversity and developing a culture that values differences, recognising that employees from a variety of backgrounds bring important and positive contributions to the Councils and can improve the way we deliver services.  **We are proud to be a Disability Confident employer. If you require any reasonable adjustments throughout the recruitment and selection process, please let us know.**   We are also committed to safeguarding and promoting the welfare of children and young people/vulnerable adults and expects all staff and volunteers to share this commitment. Some posts may be exempted under the Rehabilitation of Offenders Act 1974 and as such appointment to these posts will be conditional upon the receipt of a satisfactory response to a check of police records via Disclosure and Barring Service (DBS).We offer a wide range of [benefits](https://recruitment.richmondandwandsworth.gov.uk/employee-benefits/) designed to attract, develop, and reward our employees such as 40 days annual leave (including Bank Holidays), flexible working and a generous pension plan.  |