**Job Description and Person Specification Profile**

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| **Job Title: Graduate Marketing and Communications Officer** |
| **Job ID: M35** |  |
| **Service: Communications** |
| **Grade: E** |  |
| **Reporting to: Senior Marketing and Communications Officer** |

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| **The Role** |
| The Graduate Communications Officer role has a key focus on social media, making sure residents receive good customer service when they contact us through socials, making residents aware of key messaging, how to have their say and shape services as well as signposting to advice and support available to them. They will support the delivery of key campaigns and messaging both internally and externally. The post supports all priority areas of our corporate plan and is key to supporting the delivery of them. **Main Duties and Responsibilities include:*** **Creating and managing social media content**, including scheduling, responding to enquiries and getting out across the borough to tell our stories.
* **Researching and producing and communications materials** to address key local issues and promote our wide ranging services.
* **Supporting communications priorities** through written and visual content
* **Evaluating communications activity** and supporting continuous improvement in service delivery.

The duties may vary from time to time without changing the nature of the post or the level of responsibility, and the post holder may also be required to carry out any other duties appropriate to the grading of the post.  |

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| **About You** |
| **Your essential qualifications*** L5 Degree or equivalent.

**Your essential skills, knowledge and experience*** Good understanding of social media platforms including analytics available
* Creative thinker
* Ability to analyse, organise, and communicate information effectively and clearly.
* Strong written and verbal communication skills, with the ability to tailor messages for different audiences.
* Ability to independently research, analyse, and present information clearly and concisely.
* Competence in the use of IT and related software.
* Awareness of equality, diversity, and inclusion principles in communications.
* Strong organisational skills and the ability to manage multiple tasks and deadlines.
* Ability to work collaboratively within a team and across departments.

**If you have the following experience or qualifications – then that’s great!*** Video editing and photography skills
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**Our employees’ skills, experience and knowledge are essential to our success along with their happiness, commitment, enthusiasm and motivation to be the best they can be.**

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| **What can you expect from us?*** A fair salary and benefits
* Opportunities for good health and wellbeing
* Help you to grow, develop and to do your best
* Enable you to be creative and innovative
* Fully involve you in changes that affect you and your work
* Listen, and act on your ideas and feedback

**Working together, we are proud to work for Tameside** |

Our **STRIVE** values underpin our practice and behaviours and are at the heart of everything that we do:

