

Role Profile

Role:	Communications Officer, Social and Digital
Directorate:	Corporate Affairs
Salary Band:	6
Post reference:	CAF4
Job Evaluation Date:	
Role statement of purpose:	To provide social media communications services to deliver TfGM and GMCA strategies and programmes.
Reports to:	Social Media and Digital Marketing Manager

	Key Role Outputs (KROs): <i>these set out what must be achieved for the post holder to be successful in the role</i>	Key Actions <i>These set out how the KROs will be achieved – the activities required.</i>
1.	Effectively delivered social media and digital communications.	- Assess and develop tactical social media approaches to deliver projects in line with TfGM and GMCA requirements. - Work with all disciplines across Corporate Affairs and the TfGM/GMCA hub to deliver effective social media plans. - Co-ordinate social media activity, working with the team, commissioning business areas and liaising with external suppliers as appropriate.
2.	Effectively executed social media plans to secure business outcomes.	- Co-ordinate social media activity, working with the Brand Design and Digital team and liaising with external suppliers and external stakeholders. - Understand the commissioning business areas' objectives and use audience insight to identify the best method to communicate to the target audience on social media. - Use a multi-channel approach to target the specified audience and generate action in line with the objectives. - Identify, analyse and evaluate opportunities for 'above the line' and 'below the line' promotions using organic and paid social media. - Ensure that brand identity is used in

		accordance with brand guidelines. • Ensure that all output reflects positively on TfGM and GMCA.
3.	Accurate, timely and compelling digital and social media content about TfGM campaigns and projects.	• Work closely with senior colleagues to identify social media content and media activity to support all PR and communications activity. • Liaise with the Social Media and Digital Marketing Manager to ensure they are aware of upcoming key milestones, corporate communications requirements and reputational risks. • Advise colleagues about ways in which they can maximise the use of social media and types of content. • Contribute creative ideas and concepts for social and digital media content, including video, gifs, infographics, and other communications. • Draft social media content for Twitter, Facebook and any other channel requested. • Ensure ongoing development of social and digital content and activity around projects and campaigns. • Develop and maintain accurate and specific corporate and project content on social media channels.
4.	A high-performing social media communications service.	• Ensure that social media campaigns are not in breach of any legal regulations, with specific attention to advertising standards and data protection. • Use data and insight analyse and improve social media performance and effectiveness. • Collate performance statistics to feed into performance analysis. • Attend external events (sometimes outside of standard office hours) to help with on the day arrangements as directed. • Fact check and proof-read content, as required.
5.	A best-in-class approach to content creation.	• Lead the creation of engaging content for social media channels and other digital channels. • Lead on the generation of ideas and recommendations for creative content and feedback to senior colleagues.

		• Lead on social within client teams in the organisation to develop content and gain approvals from the appropriate functions. • Be an advocate for the organisation and support digital and social engagement in accordance with the TfGM tone of voice. • Ensure that content is accessible and best practice is applied.
6.	Capturing images and audio using basic equipment / software.	• Source, create and prepare assets for use on social media (and other forms of media) such as images, video and audio files. • Attend events off-site to help capture content / assets such as images, video and audio files. • Lead within client teams within the organisation to develop assets. • Suggest ideas for using multi-media content. • Ensure assets are accessible and best practise is applied.
7.	Assisting in planning campaigns and content for TfGM social media channels.	• Support with research and brainstorming of new ideas and concepts to meet briefs. • Attend planning sessions/meetings to offer recommendations and present creative ideas to steer campaign planning. • Keep online and offline trackers and calendars up to date. • Ensure deadlines are agreed and met. • Attend regular meetings with the Social Media and Digital Marketing Manager to present ideas and influence approaches to the social media strategy.
8.	Analysing website and social media statistics to help inform the further development of TfGM's social media.	• Use industry tools and assist with monitoring and measuring social media content, campaign and channel performance and activity. • Make suggestions to senior colleagues for how content could be improved and highlight any key trends or learnings. • Partake in training as required to upskill in areas identified as being beneficial to the business. • Keep up to date with social media and reporting trends and regularly feedback to senior colleagues.
9.	Managed influencer database.	• Manage relationships with social media influencers including briefs for content in

		support of business projects and campaigns. • Develop and maintain a database detailing influencer contact information and useful data to facilitate influencer activity. • Identify and co-ordinate opportunities to gain maximum benefit from using influencers in support of business and client objectives.
10.	Use industry standard tools and content management systems to manage content.	• Assist with scheduling social media content using tools such as Hootsuite, Facebook Business Manager. • Develop competence and knowledge of these tools and share knowledge with team members. • Partake in training as required.
11.	Effective legal compliance in all social media.	• Help to ensure that all appropriate legal rights are respected in relation to the creation and presentation of and access to TFGM's social media feeds.
Compulsory Outputs (COs) <i>these set out what must be achieved for the post holder to be successful in the role.</i>		Key Actions <i>These set out how the COs will be achieved – the activities required.</i>
C1	Ensure you comply with all applicable organisational legislation and policy:	• TfGM Safety Management System (in particular section SMS 201 Roles and Responsibilities) • Dignity at Work policy • Information assurance and security in line with Cabinet Office requirements. • Risk management • TfGM policies and procedures • Equality and diversity legislation • TfGM Vision & Values • Act in accordance with TfGM's behaviours and competencies
C2	Any other reasonable duties as required from time to time.	

Key Interdependencies

Key Contacts	Social Media and Digital Marketing Manager Senior Communications Lead, Partnership and Brand Strategy Head of Brand, Marketing, Digital and Design Head of Strategic Communications Commercial and Customer teams
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	GMCA communication team
Direct reports	N/A
Budgetary responsibility	No direct responsibility Indirect responsibility on behalf of other department budgets in relation to the procurement of materials, goods and services
Location	TfGM, 2 Piccadilly Place, Piccadilly, Manchester M1 3BG

Office Use Only	Updated	Updated	Updated	Updated	Updated
Chris Parkes-Nield	20/5/22				

Assistant Communications Officer, Social and Digital (Knowledge, skills and experience required at selection stage)	
E	Essential Experience:
E1	Experience of using and developing content for social media platforms such as Instagram, Snap Chat, Facebook, and Twitter.
E2	Knowledge of digital approaches including intermediate level of experience of using Windows based packages, including Word and Excel.
E3	Ability to work as part of a team and with equal ability to work effectively on own initiative.
E4	Ability to manage a number of competing tasks to tight deadlines.
E5	Knowledge of social media trends and how social media platforms can be used by organisations.
E6	Excellent writing and language skills with a high level of attention to detail.
D	Desirable experience:
D1	Knowledge of operating basic video and photography equipment.
D2	Experience of interpreting data/attention to detail.
EQ	Essential Qualifications – Technical, Vocational or educational:
EQ1	GCSE Grade C /Grade 4, or equivalent, in Mathematics and English.
EA	Essential Attributes:
EA1	Able to demonstrate a passion for social media.
EA2	A clear understanding of the work programme and the contribution expected of you and your colleagues.
EA3	Ability to work effectively as part of a team, contributing to team objectives and supporting colleagues to deliver an effective service.
EA4	Confidence to highlight any issues and suggests solutions or new ideas.
EA5	Personal behaviour that is in line with TfGM's statement of values and behaviors.
EA6	Punctual and attentive.
EA7	Pride in consistently delivering work to required standards.