

Digital Content Officer

Role Profile

Service: Digital Portfolio Service – IT & Digital- Finance & Systems Directorate
Band: Band 7
Reporting to: Digital Channel Manager
Responsible for: No direct reports



TRAFFORD
COUNCIL

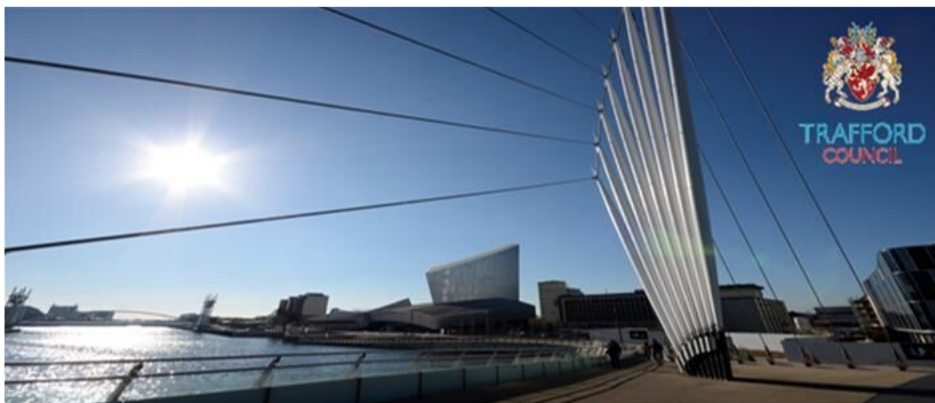
About Us

Trafford is a great place to live, work, learn and visit. From its leafy suburbs, to its more urban areas, the borough takes pride in its strong, diverse communities, its cultural and sporting heritage and its position at the heart of the region's economic powerhouse.

Trafford Council and its partners in the public, private and third sectors have a Vision which sees us working together to close inequality gaps and maximise Trafford's huge potential.

Our vision: Trafford – where all our residents, businesses and communities prosper

At the heart of our vision is a common cause – we want to make Trafford a better borough. We want to make it a place where everyone has a chance to succeed and where everybody has a voice. Through our new vision, we are making a commitment to work together across different services and agencies to make the best use of our resources.



Our Culture

Trafford Council employs around 2300 non-school members of staff and as one of the biggest employers in the borough, we work hard to make Trafford Council an employer of choice. We care what you think and believe you are more than just a job role. We have a great benefits' package and a real focus on your health and wellbeing, as well as, extensive learning, succession and development opportunities.

For us, it's not just about *what* we achieve as an organisation, but *how* we do it. Therefore, all employees are expected to display our **EPIC** values.

At Trafford Council we are EPIC

We EMPOWER – We inspire and trust our people to deliver the best outcomes for our customers, communities and colleagues.

We are PEOPLE CENTRED – We value all people, within and external to the organisation and give those around us respect. We will act with honesty and integrity in all that we do, and create an environment that enables everyone we work with to thrive and succeed.

We are INCLUSIVE – We are committed to creating an environment that values and respects the diversity and richness differences bring.

We COLLABORATE – We build relationships, collaborate; treat people as equal partners and work together to make things happen.

About the Role

This Role Profile outlines the key tasks you will be expected to perform to give you an understanding of a typical day and the key activities that you will be expected to deliver or contribute to the delivery of.

The 'About You' section explores what qualifications, experience, skills and knowledge you will need for the role.

We are a values-based organisation and you will need to reflect our values, as well as the requirements in 'About You' in your application.

Overview

The Digital Portfolio services sit within the Council's IT and Digital function, which is part of the Finance and Systems Directorate. IT and Digital services are a key enabler to the Council. We drive forward digital transformation and shape our technological landscape, with a focus on getting the best digital experience for our users. We pride ourselves on our ability to solve problems and delivering our digital strategy to the Council, residents and borough.

Your Main Priorities

- Gate keeping and coordinating the Council's digital content.
- Influencing and advising stakeholders to ensure digital content is kept up to date, concise, user-focused, and accessible to all.
- Managing and maintaining the Council's content management system (CMS).
- Supporting the development and maintenance of the Council's public digital profile.
- Ensuring legal and statutory obligations for the Council's digital content are met.
- Creating accessible and effective digital content.

Key duties

- Collaborating with other departments and teams to develop creative content, ensuring that it meets the needs of customers, both internally and externally whilst adhering to local government standards.
- Developing and implementing content principles and strategies; and influencing stakeholders with adoption.
- Working collaboratively with other Council services, developing and maintaining content plans showing how service needs are to be met.

- Creating simple-to-understand, user-friendly, engaging and accurate content using best practice techniques ensuring usability and accessibility standards are met.
- Proofreading and correcting content before publication ensuring accuracy and consistency.
- Managing the distribution of content through various digital channels.
- Analysing performance indicators, web traffic and page utilisation and formulating proposals to improve the effectiveness of content and the website.
- Maintaining up to date knowledge and awareness of technological advancements and making recommendations that may enhance the Council's digital offer.
- Undertaking any other duties required by the service from time to time and which are commensurate with the grade.

About You

Qualifications and Professional Development

- Degree, equivalent technical qualification or experience in related fields such as Digital Media, English or creative writing, etc.
- Evidence of commitment to continuous learning through relevant courses and certifications

Experience and Knowledge

- Demonstrable working experience of managing content management systems (CMS) and maintaining websites
- Proven experience of managing a variety of digital content types (word-based, images, video), including creating, testing, and optimising user-focused digital content
- Experience of translating user requirements into effective content
- Excellent working knowledge of SEO, HTML and CSS
- Experience of successfully developing, maintaining and promoting content projects and processes to meet corporate and strategic objectives, promoting a corporate style guide and content principals
- Experience of monitoring and reporting content performance using analytics and similar user behaviour data
- Experience of managing stakeholders
- Knowledge of Government Design Standards (GDS)

- Working knowledge and understanding of modern digital content delivery methods and channels
- Familiarity with analytic tools such as Google Analytics, Siteimprove or similar platforms for performance monitoring
- Knowledge and understanding of digital content accessibility regulations and other statutory obligations
- Knowledge and understanding of the implications of publishing content and management of the associated risks
- Knowledge and understanding of the implications of copyright, data protection and other legal issues associated with publishing.

Skills and abilities

- Excellent written and verbal communication skills and ability to exchange complicated, or complex information with a variety of audiences
- Good analytical skills with the ability to research and interpret key performance data to formulate ideas and proposals
- Proven ability to write content suitable for a range of digital channels
- Ability to work independently, or as part of a team, self-motivated with the ability to prioritise and manage workload over extended periods, producing accurate work within deadlines
- Customer oriented with the ability to establish, manage and maintain excellent and credible working relationships with stakeholders, managing complex issues where required, whilst using influence and negotiation skills to gain acceptance of proposals and recommendations
- Ability to recommend good digital content and design, producing and publishing digital content that meets or exceeds minimum accessibility regulations
- Ability to shape and structure digital content using templates, layouts and stylesheets
- Ability to translate complex information into a clear and approachable format for a wide range of audiences
- Ability to mentor and coach other digital content editors, sharing and imparting own knowledge to support learning and development of others

Special Conditions

None specified

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| Date prepared/revised | 14.1.25 (updated/refreshed role profile) |
| Prepared/revised by | Jane Lamb |
| Job Evaluation | Existing evaluation |

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Health and Safety

To operate safely within the workplace with regard to the Council's health and safety policies, procedures and safe working practices. To be responsible for your own Health and Safety and that of other employees.

Equalities & Diversity

To work within the Council's Equalities and Diversity Policy, embracing through personal example, open commitment and clear action that diversity is positively valued, resulting in access for all by ensuring fair treatment in employment, service delivery and external communications.

Customer Care

To continually review, develop and improve systems, processes and services in support of the Council's pursuit of excellence in service delivery.
To recognise the value of its people as a resource.

Training and Development

To identify training and development needs with your manager, taking an active part in your Personal Development and Review Plan. To access development opportunities as they arise and share learning with others and where appropriate, actively encourage a learning environment and development within others.

Policy

To work at all times within the established policies and practices of the Council, within the framework established by the Council Constitution and associated guidance.

Information Governance

Confidentiality is of prime importance. In the normal course of duties, the post holder will have access to personal and or sensitive information relating to service users, staff and contractors, as well as information of a commercially sensitive nature. Such information should not be communicated to anyone outside or inside the Council unless done in the normal course of carrying out the duties of the post. Disciplinary action will be considered where a breach of confidence and or data breach has been established.

All information obtained or held during the post-holders period of employment that relates to the business of the Council and its service users and employees will remain the property of the Council. Information may be subject to disclosure under relevant legislation.

To ensure information is shared safely and complies with information governance standards and associated legislation.