## Your job

**Job Title: Content Officer**

**Service: Public Relations**

**Grade: 7**

**Reporting to: Georgina Hurst**

The exciting role is in the Public Relations team, which incorporates the council's media, marketing, design, internal communications and content and engagement functions.

The successful candidate will support our award-winning PR team in telling the story of Wigan Borough, both internally to our 5,500 staff and externally to our 320,000+ residents.

The postholder will help tell the story of our borough externally by creating content for our social media channels in creative and innovative ways, including video, photography, podcasts and more.

As content officer, you will help bring the stories to life, capturing the voice of the workforce, residents, businesses and partners and developing content to inspire others in our new Progress with Unity era.

Working closely with the Film and Digital Content Lead, you will support the Film Office and work closely with production companies to deliver filming opportunities and develop relationships with the sector to promote Wigan Borough as a Film Friendly location.

**Mandatory Statement**

The Council is committed to complying with European General Data Protection regulations (GDPR) and meeting the requirements of the Information Commissioner's office (regulating data protection compliance

in the UK). It is your responsibility to ensure that the work you undertake is compliant with the General Data Protection regulations.

## In this job you will:

In the next 12 months, you will:

- Find and create a variety of content for use on different platforms and social media channels including but not limited to; script writing, storyboarding, shooting video, editing video, photography and writing copy for social media.
- Support the Film Office function and the Film and Digital Content Lead by responding to enquiries, attending site visits and tech recces with production companies and helping gather content and stories where possible.
- Support the Film Fund work and find creative ways to tell the stories of the young people benefiting from the scheme.
- Curate content for the wider team to use in campaigns both internally and externally and work closely with senior leaders on capturing content.
- Establish positive working relationships with a wide range of stakeholders across the council and externally.
- Be responsible for ensuring that council's branding and graphics adhere to the Progress with Unity guidelines where applicable or the campaign guidelines, working closely with our in-house design team to submit design requests.
- Explore, identify and exploit new media to improve the way the council communicates with stakeholders in line with the council's communications strategy.
- Produce content for the corporate TikTok channel and keep up to date with trends and opportunities for the council to promote the work that we do across the borough.

On an ongoing basis you will:

- Support the management of the Wigan Council TikTok page, identifying opportunities to improve engagement and identifying opportunities for user generated content.
- Support the Film Office by putting together location packages for location managers, attending site visits and responding to enquiries where needed.

- Help to analyse data on communications content, channels and audiences to better understand them use the information to plan creative and effective communications.
- Create reporting mechanisms to measure and evaluate the effectiveness of activity against agreed objectives.
- Support with a variety of different events, capturing photos and videos and using these to tell our story in a creative way embedded in data.
- Lead on capturing content for a range of different platforms.
- Work alongside the media and marketing officers to produce high-quality content for a range of different campaigns when needed.
- Filming, editing and uploading video content, which comply with accessibility needs.
- Contribute and work towards any action plans and targets set for the Public Relations team.
- Ensure work is completed within specified timescales.
- The ability to think on your feet and attend filming sessions at short notice.
- Provide good customer care to clients internally and externally.
- Commit to continuous professional development in line with the council's procedures.
- Undertake any additional duties as required by the team leader and/or manager in line with the grading of the post.
- Ensure you operate within GDPR guidelines by regularly reviewing data held and destroying information in line with retention schedules.
- Proactively look for learning opportunities to improve your knowledge and skills of modern digital communication tools, techniques, and emerging channels.
- Support teams across the council to become more confident with video by delivering training sessions when needed.
- Ensure you operate within UK GDPR by regularly reviewing data held and destroying information in line with retention schedules.

## In this job you will need:

You must be able to demonstrate the following essential requirements:

- Educated to A-Level, BTEC or T-Level qualification as a minimum or equivalent experience, with excellent written and spoken English.
- An excellent knowledge of social media channels and experience of producing a variety of content for different channels.

- Excellent written and verbal communication skills
- A positive attitude and an ability to build relationships with a wide range of stakeholders internally and externally
- Knowledge and experience of photo and video production and editing methods, using apps such as CapCut.
- Knowledge of podcast production and editing
- Possess strong listening and interpersonal skills.
- A high level of IT skills, including experience of using Microsoft Office (Word, Excel, Outlook).
- Ability to plan and manage workloads to ensure the timely completion of tasks and adherence to deadlines.
- Have an ability to work flexibly in line with the demands of the service.
- Excellent interpersonal skills with and ability to develop trusting relationships.
- Use negotiation skills to gain support for new ideas from team members and stakeholders and managing expectations by presenting clear proposals and finding common ground.
- The ability to provide advice and guidance to other departments on the use the brand in print and online – in some instances, you would be providing guidance to other teams on branding for internal documents and video.

## Our Culture

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

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| **Be Positive** | "Take pride in all that you do and support and develop yourself and others." |
| **Be Accountable** | "Be responsible for making things better, enabling change and supporting improvement." |
| **Be Courageous** | "Be open to doing things differently and working collaboratively with others." |
| **Be Kind** | "Be helpful, generous and thoughtful towards yourself and others." |