



Your job

Job Title: Content Assistant (Markets & Town Centre)

Service: Strategic Assets

Grade: G5

Reporting to: Senior Asset Manager (Town Centre & Markets)

The exciting role is in the Strategic Assets team, which incorporates the council's property information, strategic and energy, land and community, estate management and market functions.

The successful candidate will support our town centre and market service to drive awareness of the tenants/traders, events and activities to demonstrate the vibrancy of place and community within our borough's town centres and markets.

The postholder will help to strengthen our out-facing narrative, aligned to the Progress with Unity missions, to ensure the public feel informed, included and proud of Wigan borough's town centre assets.

You will help to tell the story of our town centres and markets by creating content for our social media channels in creative and innovative ways, including video, photography, scripting and more.

As Content Assistant, you will help bring the story of our town centre assets to life, capturing the voice of the people who work, visit and live there and developing content to inspire others to do the same.

Listening deeply to our residents and town centre stakeholders, you will capture the love and pride for our neighbourhoods, helping to demonstrating how we are making a difference to people's lives every day.

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.

Wigan Council is an active, strong, and committed corporate parent. As a priority, all employees have a responsibility towards the children we look after and care leavers, not just those employed by the Children's Directorate.

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 channels including but not limited to: script writing, video, editing video, photography, writing copy, graphic based content, gifs.
- Narrate the transitional story about the town centre and market regeneration including Fettle's, new Wigan Market Hall, Leigh temporary market and Ashton Square.
- Conduct an audit of and review the current suite of media channels, with the possibility of launching further channels.
- Work closely with the PR Team, particularly the communications and marketing lead for growth and regeneration, supporting content generation on key regeneration schemes, including Fettle's.
- Establish positive working relationships with a wide range of stakeholders across the council and externally to support the town centre regeneration narrative.
- Be responsible for ensuring that branding and graphics adhere to Progress with Unity guidelines where applicable, working closely with our in-house design team to submit design requests.
- Explore, identify and exploit new media to improve the way the service communicates with the public, traders and stakeholders.

On an ongoing basis you will:

- Manage the Wigan Council markets social media and website content, identifying opportunities to improve engagement and identifying opportunities for user generated content.
- With guidance and training from colleagues, learn how to use and analyse data on communications content, channels and audiences alongside footfall data to better understand them, using 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 events, capturing photos and videos and using these to tell our story in a creative way embedded in data.
- Lead on the Market Transition campaign, capturing content and telling a compelling story about our markets to be shared both internally and externally.
- Filming, editing and uploading video content, which comply with accessibility needs.
- Contribute and work towards any action plans and targets set for the Town Centre & Markets team.
- Ensure work is completed within specified timescales.
- 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.

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.
- A good 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 town centre and market and/or small business environments.
- 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.

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. ”