

# LONDON BOROUGH OF HACKNEY

## Job Description

<b>POST TITLE:</b>	Social Media Officer
<b>DIRECTORATE:</b>	Climate, Homes & Economy
<b>SERVICE:</b>	Markets, Shop Fronts & Street Trading Service
<b>GRADE:</b>	SC5
<b>LOCATION:</b>	Ridley Rd office, Market and Street Trading sites across the borough of Hackney
<b>RESPONSIBLE TO:</b>	Markets Operations Manager, Development & Projects Officer
<b>RESPONSIBLE FOR:</b>	No direct reports

---

### PURPOSE OF THE JOB:

- The Social Media Officer is responsible for ongoing community management and maintaining / growing the Council's Markets Service brand level social media presence across multiple brand outposts (which include Facebook, Twitter, Instagram, YouTube, blogs and other developing social media channels relevant to the Market Services communications strategy) via organic and paid social activity. The role is responsible for planning / implementing a content marketing programmes which increases brand awareness with our core target markets through the effective use of social media channels. This will include developing and implementing content marketing campaigns appropriate to the channel being used, monitoring social media channels to respond appropriately to posts / comments, and identifying issues that require escalation.
- Be responsible for content creation , live streaming and workflow strategy of all of the services social media handles in order to increase brand awareness, improve marketing efforts and increase social media network (followers, likes etc.) across a range of social media platforms (which includes Facebook, Twitter, Instagram, Tik Tok, YouTube, and other developing social media channels relevant to communication strategy), all while maintaining our corporate style and voice used on the appropriate platforms.

- To strategically identify, and post, engaging content for our social media feeds which will inspire people to support our small and micro business operators and the boroughs markets and Street Trading operations. You will interact with our communities on these platforms to increase engagement, followers and the quality of their experience.
- You will identify key influencers and conversations where we can engage to better showcase our work and promote businesses we support and expand our reach. You will use data , insights and analytics to influence social media communications strategies and organisational direction.
- Supporting the development and implementation of our social media strategy in order to increase our online presence and improve our following , footfall and income generation.
- To promote our services , commercial opportunities and trading portfolio through effective digital strategies, targeting a range of stakeholders.
- To develop, launch and deliver social and digital media training sessions to stakeholders to support in the promotion and content delivery of the markets' digital and social media platforms.
- To produce collaborative live and curated digital content in conjunction with service users and officers to promote Hackney's markets, Shop Fronts & Street Trading Services, traders and events to a range of stakeholders.
- To contribute to all Hackney Council's main digital communications channels including social and digital media and Council-owned websites.

#### **MAIN AREAS OF RESPONSIBILITY:**

The post holder will have responsibility and accountability for the following:-

1. To be the first point of contact for the Markets Service area, providing a quality of service that is of a high standard and courteous in person, on the telephone and e-mail support from 7am – 7pm Monday to Sunday Including mandatory weekend working every Saturday and Sunday where directed by your contractual agreements. This also includes the occasional public holiday, in order to meet the service requirements.
2. Working with the Markets, Shop Fronts & Street Trading Team to review and develop the Council's approach to Policy, supporting the aims of the Mayor's Manifesto and The current Markets strategy.
3. To be performance managed by the Markets Operations Manager / Service Area Manager working with him/her in developing and coordinating a new Markets strategy and solutions in

Hackney, being accountable for effective provision of the relevant functions. This includes working in partnership with internal and external stakeholders.

4. Regularly post and schedule curated content on all of our social media feeds
5. To actively live-stream and upload digital media content to promote the Markets & Traders on site during trading hours of Hackney's markets and grow our digital online footprint. This includes every weekend for live streamed content.
6. To promote services for Service users and Customers through effective digital strategies, targeting a range of stakeholders.
7. Work with the Development & Projects Officer and others within our communications, fundraising, advocacy and programmes teams to ensure that all content on our social media feeds aligns with organisational, and specific project strategies.
8. Publish / repurpose content across approved central social media brand outposts ( e.g. copy / articles, photography, video, etc.)
9. Work with our wider communications and customer services teams to moderate and respond to comments and interact with followers to best develop our online communities and engagement.
10. To work with stakeholders to develop, launch and deliver digital strategies for promoting the Council's markets & street trading sites and be part of the bringing together of all the brand elements (messaging, insights from marketing team and audiences, content from other teams)
11. To promote services for Service users and Customers through effective innovative and forward-thinking strategies, targeting a range of stakeholders.
12. To develop, launch and deliver online platforms for existing and new Markets and street trading sites in which to build brand awareness and drive collaborative and linked content, posts and images to drive footfall and sales.
13. To develop, launch and deliver social and digital media training sessions to stakeholders to support the promotion and content delivery of the Markets digital and social media platforms.
14. To create captivating content for an organisation's social media sites, which may include writing blogs, articles, posts and multimedia content.
15. To work with stakeholders to design & develop branding and supporting documentation for all new markets & street trading sites and propositions.

16. To contribute to all Hackney Council's main digital communications channels including social and digital media and Council-owned websites.
17. Deals with the daily management of the Markets social media accounts and is required to post pre-scheduled content as well as live content onto all markets media platforms.
18. Develop and oversee competitions and campaigns to draw attention to a brand
19. To work with stakeholders to develop, launch and deliver both Live and pre-arranged digital content and strategy for promoting the Council's markets & street trading sites.
20. To develop and implement value for money digital marketing campaigns for the Parking, Markets & Street Trading Services.
21. To use Google Analytics (or similar) to produce reports on referrals to the Hackney Markets, Shop Fronts & Street Trading website, conversions and social media performance attributable to social content.
22. To advise colleagues and help them to develop content strategies based on previous performance reports and audience insight.
23. To Identify key social influencers who we can engage with. contribute to the Council's Markets Strategy and promote brand awareness.
24. To actively consider new and innovative ways of doing things; recognising and promoting the positive benefit of change to Markets services and achieve business goals.
25. Maintain a strong knowledge of developments, innovations, and new tech in social media and identify any that may be of benefit/interest to the Council.
26. Setting measurable goals for campaigns, measuring and showing return on investment (ROI)
27. Developing and leading focus groups with key stakeholders.
28. To use digital communications techniques to boost the reach of stories on the markets & street trading social media platforms.
29. Lead the content calendar process (inc. approvals), raising brand awareness, increased data capture and engagement levels across all activity.
30. Lead the generation / creation / placement of engaging, creative and informative organic content across all central brand social media outposts which informs, entertains and delights audiences with brand focused messaging.

31. Ensure all content is on brand (working across all channels), whilst managing customer expectations as appropriate
32. To be innovative and implement interactive online content to meet the needs of service users, residents, business and visitors to the Borough and/or to meet corporate and legislative requirements.

#### **OTHER DUTIES AND RESPONSIBILITIES:**

- Working as part of project teams as designated by senior managers.
- To adhere to the Council's communications guidelines, and have regard to the Local Government Code of Conduct on Publicity.
- Contributing to the overall work of the team and standing in for colleagues in their absence.

These duties and responsibilities should be regarded as neither exclusive nor exhaustive as the post holder may be required to undertake other reasonably determined duties and responsibilities commensurate with the grading and scope of the post

***NB: All employees are expected to adhere to the Council's Diversity & Equality and Health and Safety Policies.***

## **Person Specification**

#### **EXPERIENCE**

- Experience of working in a communications environment at practitioner level
- Experience of producing a wide range of communications materials for different audiences. This includes press releases, report writing and presentations etc.
- Experience in creating & editing posts, videos and presentations
- Experience of using programmes such as Canva and Adobe to create, edit and version control policy documentation , newsletters and promotional content.
- Ability to oversee projects through inception, development and implementation stages leading to successful outcomes

- Able to demonstrate your success at managing a Facebook page, a Twitter feed and an Instagram feed for an event, charity or other professional organisation.
- Able to demonstrate your success at creating and delivering social media strategies for specific projects which increased audience engagement or conversion.
- Able to show your experience at producing regular reports using Facebook Insights, Twitter Analytics, Google Analytics or similar tools.
- Data-driven and have an evidence-led approach to social media strategy
- Up-to-date with the latest trends/developments in social media communications.
- Able to deal with a variety of internal and external stakeholders.
- Able to identify key influential external figures and agencies to further our social media reach and impact.

## **QUALIFICATIONS AND PERSONAL ATTRIBUTES**

- Flexible and able to work Saturday and Sunday with some evenings and bank holidays as required.
- Demeanour and attitude to engender trust in senior officers
- Ability to communicate effectively with a wide range of people and stakeholders.
- Ability to work flexibly in a team environment & independently with tight deadlines and constantly changing workloads.
- Must be able to work with a degree of autonomy and understand how to prioritise own workload.
- Highly creative, innovative and focused on solutions to communications challenges.
- Ability to demonstrate a vast knowledge of social media and digital media platforms, both existing & emerging and opportunities to develop these forums.
- A high attention to detail and accuracy.
- Committed to remaining customer focused and task oriented, in order to deliver the service to the highest standards.

## SKILLS AND KNOWLEDGE

- Excellent written and oral communications skills.
- Advance knowledge of Adobe packages and Google applications.
- Ability to oversee successful digital and social media projects through inception, development, implementation and evaluation.
- Understanding of social media and the ever changing digital environment, in the context of corporate communications and reputation management.
- Understanding of the use of paid for media and use of Filters and other social media attractions.
- Excellent social media skills. Ability to take photos and videos to feature on social media as well as ability to use different digital techniques to increase reach.
- Ability to take photos and videos for use on social media as well as use of different digital techniques to boost reach and performance on platforms.
- Possess strong visual awareness and attention to detail, especially when taking photographs for Council publications, or when dealing with administrative duties.
- Ability to be creative and innovative, think ahead and use initiative.
- Understanding of safeguarding children and young people through digital communication.
- Operates with a very high degree of professionalism and is able to effectively engage with a wide range of stakeholders.
- Demonstrates commitment to remaining customer focused and task oriented, in order to deliver the service to the highest standards.
- Ability to build effective and productive working relationships with colleagues and the team, and exploit any opportunity for synergy with other parts of the service as well as external bodies.
- Ability to oversee digital and social media projects through inception, development and implementation stages leading to successful outcomes.

***NB: All employees are expected to adhere to the Council's Diversity & Equality and Health and Safety Policies.***