



Creative and Digital Content Officer

Job Description and Person Specification

Directorate:	Transformation	Service:	Communications and Visitor Economy
Responsible to:	Senior Creative and Digital Content Officer	Responsible for:	N/A
Grade:	5		
Location:	Civic Centre, Breck Road		

Job Purpose:

To support in providing a bespoke graphic design service that enables the council maintain a consistent brand identity and communicate our messages effectively to residents.

To originate creative concepts to bring the councils marketing campaigns to life, capture attention and improve the results of our communications and marketing work.

To concept and develop video content, in particular for social media.

To assist in monitoring online conversations and developing the council's social media audiences.

Key Tasks & Responsibilities:

- To support the Senior Digital and Creative Content Officer in providing comprehensive graphic design service for the council, across print and digital media.
- To assist the Communications, Events and Visitor Economy team with the creation and execution of social media campaigns for specific projects and events across a variety of platforms.
- To assist with social media community management and identifying content from partners and individuals across Wyre to highlight, monitoring online conversations.
- To concept, film and edit video content for specific projects and events across a variety of platforms.

- To assist in providing a professional photography service for the council as required.
- To provide on the day social media coverage at events across the borough.
- To keep up to date with the latest changes to digital media, in particular across social media platforms.
- To assist in ensuring that all documents, stationery, publications and other associated marketing materials issued by the council are appropriately branded, customer focused, engaging and useable.
- To assist in continuous auditing of material issued by the authority to ensure sub-standard and unprofessional material is challenged and improved.
- To liaise with external printing companies ensuring the council makes best use of new and innovative techniques and technology to consistently improve quality and encourage more efficient working.
- To understand accessibility best practice and ensure that all of our printed and digital materials meet accessibility standards.
- To assist the Communications, Events and Visitor Economy team in maintaining and promoting the council's reputation and brand.
- To assist in the delivery of campaigns as outlined in the council's communications plan.
- To effectively support the team when the council's emergency plan is activated. Working alongside the emergency planning team to agree messages and appropriate responses, and supporting the debrief process.
- To undertake any other duties as required for the Communications and Visitor Economy team in line with grade.

Corporate Responsibilities:

The postholder will be expected:-

- To adopt a flexible approach to changing patterns of work and undertake such other duties as are consistent with the job purpose and grade of post.
- To promote best practice in meeting the requirements of Health and Safety legislation and Council policy, and comply with other relevant statutory legislation.
- To carry out duties in accordance with the Council's policy on equality and diversity.
- To accept that everyone has a right to their distinct identity, treating everyone with dignity and respect and ensuring that what our customers tell us is valued by reporting it back into the organisation.
- To provide quality services that are what our customers want and need, giving customers the opportunity to comment or complain if they need to, working with them to identify what needs to be done to meet their needs and informing managers about what customers say in relation to the services delivered.

- To develop oneself and others making every effort to access development opportunities and contribute effectively by participating in the Council's performance management scheme.
- To be responsible for Data Quality.
- To demonstrate a high standard of probity in the use of council resources and where a nominated budget holder manage spending within available resources.
- To support the delivery of the Council's Climate Change Strategy and Action Plans to achieve net zero in 2050.

QUALIFICATIONS	ESSENTIAL/ DESIRABLE	ASSESSMENT METHOD
Design related qualification or relevant experience	Essential	Application/Interview
Level 2 English and Maths (equivalent to GCSE grades 9 to 4 or A* to C)	Essential	Application/Interview
Good general level of education	Essential	Application/Interview





SKILLS	ESSENTIAL/ DESIRABLE	ASSESSMENT METHOD
The ability to use a range of design products to a high standard (e.g. InDesign / Photoshop / Illustrator)	Essential	Application/Interview
Ability to work in a team environment	Essential	Application/Interview
Ability to communicate effectively with clients to ensure projects are delivered on time	Essential	Application/Interview
Excellent interpersonal skills with the ability to build and maintain productive working relationships	Essential	Application/Interview
Ability to demonstrate excellent attention to detail	Essential	Application/Interview
Ability to manage own workload and prioritise tasks to meet deadlines	Essential	Application/Interview
Flair for working creatively within corporate identity guidelines	Desirable	Application/Interview
A good knowledge of video production/editing for social media	Essential	Application/Interview

Ability to monitor multiple social media accounts on a number of platforms, including responding to queries in a timely and professional manner	Desirable	Application/Interview
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EXPERIENCE	ESSENTIAL/ DESIRABLE	ASSESSMENT METHOD
Experience in a design related role / freelance work in either the private or public sector	Desirable	Application/Interview
Experience in designing for both digital and printed media, with a strong understanding of industry standards and best practices for each	Essential	Application/Interview
Experience of liaising with external printers	Desirable	Application/Interview
Experience of producing and editing video content for a service/event	Essential	Application/Interview
Experience of monitoring multiple organisational social media accounts across multiple platforms e.g. Facebook, Twitter, LinkedIn, Instagram	Desirable	Application/Interview

ADDITIONAL REQUIREMENTS	ESSENTIAL/ DESIRABLE	ASSESSMENT METHOD
Demonstrate commitment to equal opportunities together with a clear appreciation of equalities issues	Essential	Application/Interview
Regular and Reliable Service	Essential	Application/Interview
Demonstrate behaviours that support our values	Essential	Application/Interview
Portfolio of relevant work to support your application	Desirable	Application/Interview

**Our Values are key to delivering our vision, plans and strategies.
All Behaviours listed are essential to the post.**

			
Professional	Innovative	Collaborative	Customer focused
In being professional we...	In being innovative we...	In being collaborative we...	In being customer focused we...
<ul style="list-style-type: none"> • Have pride in how we represent the council • Treat people with respect and consideration • Are conscientious and carry out our work to a high standard • Carry out our work activities in an honest and ethical manner 	<ul style="list-style-type: none"> • Proactively embrace change and learn from our mistakes • Challenge and constructively question existing processes • Make best use of our resources to provide excellent services • Encourage creative thinking with colleagues and peers 	<ul style="list-style-type: none"> • Communicate effectively with colleagues and stakeholders • Develop productive relationships and achieve the best results • Recognise and embrace the knowledge and skills of others. • Embrace the concept of one team one council and all work together 	<ul style="list-style-type: none"> • Strive to provide excellent services • Understand our customers' needs and consider things from their perspective • Effectively communicate and manage expectations • Actively seek ways to maximise customer satisfaction

Special Conditions:

(e.g. Weekend work, shift allowance, car/mileage allowance)

- The council operates a strict non-smoking policy.
- Casual car user allowance. Casual Car User's will be paid at the middle band. You will be required to provide your own means of transport.
- Attendance of out-of-hours meetings and events as and when required, including weekends. This could be for a long period in the event of a major incident or emergency situation in the borough.

Prepared by: Bethan McDonough

Date: September 2025

Post Holder Signature:

Date: