



Role Profile

DIGITAL MEDIA AND COMMUNICATIONS ASSISTANT

Reference No.	A4412	Type	Individual
Service	Customer Service Improvement		
Job Family	Para Professional 3	Grade	FC5

Purpose

To support the delivery of ambitious targets for Fife Council in terms of communication, digital marketing, media and public relations, staff and customer engagement, data analysis and evaluation.

Responsible for the effective co-ordination and delivery of marketing and communications initiatives and campaigns for Fife Council's, services and activities, corporately and in the community.

Task or Responsibility - For this role, there is an expectation that all, or a combination, of the following will be undertaken:

Assisting in communicating the work of Fife Council services, improving staff and customer engagement, promoting campaigns and supporting service delivery.

Person Specification: Skills, Knowledge, Qualifications or Experience - Criteria can apply to more than one task or responsibility

E **D**

Knowledge of marketing principles and disciplines

✓

Educated to SCQF level 6 (e.g. Scottish Highers) or above

✓

Experience of working in an environment with customer/client contact

✓

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	Ability to organise own workload	✓	
Assisting in the development and implementation of creative marketing campaigns 'mini plans' for individual events, productions, exhibitions or projects in line with the priorities identified in the overall Communications and Marketing Strategy.	Experience of organising media and public events		✓
	Organisational skills	✓	
	Ability to produce clear, persuasive and accessible communications, carefully constructed and designed to meet the needs of target audiences	✓	
	Understanding of the wide range of communication methods available	✓	
Assisting in the planning, scheduling and monitoring of campaign and digital marketing activities and media, working with the communications officers, designers and, other colleagues in the services, to ensure the marketing messages are effective and creative.	Ability to coordinate and analyse information including on performance	✓	
	Understanding of marketing and communication objectives and how they apply to organisations		✓
Assisting in monitoring, analysing and evaluating employee engagement and consultation activities	Understands the importance of internal communications		✓
Developing, co-ordinating and undertaking marketing and communications activity and content on digital platforms. This includes, but is not limited to, website, advertising and social media.	Experience of online channels, with up-to-date knowledge of social media and online marketing tools		✓
Assisting in managing, creating and editing content for Fife Council's website(s), ensuring appropriate branding is maintained throughout	Experience of using social and digital media	✓	
Providing advice, support and guidance to staff across the organisation on updating and managing the website(s), and developing content for in order to inform customers, promote our work and increase customer engagement online.	Customer service skills	✓	

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Assisting in developing and building Fife Council's social media presence, devising and implementing content plans to increase customer engagement across our social media channels Undertake marketing campaigns and promotion across our social media platforms.	Experience of using social media for campaigns		✓
Monitoring and evaluating social media campaigns to assist in better targeting and profiling.	Ability to evaluate campaigns using Google analytics		✓
Supporting communications officers to coordinate the media, politicians and Service managers when responding to media enquiries	Good oral communication skills Presentation skills Writing skills to produce content for news, social media, and campaigns	✓ ✓ ✓	
Writing and editing copy and content for press, print and digital platforms ensuring consistency of style using plain language, imaginative messaging and storytelling.	Ability to write clearly, concisely and accurately in plain language for all formats Report writing skills	✓	✓
Monitoring local media and assisting in evaluating press coverage	Ability to use plain language through clear and accessible outputs		✓
Co-ordinating and undertaking filming, video editing and photography of projects and events for promotion on digital channels	Ability to demonstrate core skills required to produce multimedia communication and marketing products IT Skills		✓ ✓
Undertaking customer data analysis and support customer research projects – including fact finding and surveys	Liaising with customers/clients Co-ordinating and gathering information		✓ ✓
Assisting communications officers by contributing to the on-going development and implementation of marketing and customer engagement strategies and plans, monitoring and assessing the	Ability to analyse information including on performance	✓	

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success of campaign activities to ensure continued service improvement.			
Providing advice, support and guidance to staff across the organisation to ensure that all promotional material produced by Fife Council is consistent in terms of look, feel and style to create a strong quality brand and communications.	Knowledge of design principles and their application on and offline		✓
Working with the designers to create appropriate printed material for Council services and activities.	Team working skills	✓	
Required to work at any Fife Council's place of work within Fife as required.	Ability to provide a regular and effective service	✓	
Undertaking all other duties as required for the role. Duties will be in line with the grade.			

Additional tasks or responsibilities – this is a generic role, however this particular job may also require you to undertake the following:

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Type of Protection of Vulnerable Groups Scheme (PVG Scheme) or Disclosure Check required

Before confirming appointment: You may be required to obtain PVG scheme membership or a Disclosure check. Please refer to the job advert for clarification of the specific requirement.

Additional Information – the following information is available:

- Skills Framework (if applicable)
- **How** we work matters

Expected Behaviours

Every council employee is expected to lead the way by making decisions and behaving in ways that uphold our community commitments and values.

Please refer to How We Work Matters Guidance to learn more.