

Job Title:	Communications, Digital & Social Media Executive
Team/Service:	Communications
Responsible To:	HR / Communications Manager
Salary Grade:	SCP: 28 - 31

1. Key Purpose of Job

- 1.1. To deliver an effective and efficient internal and external communications service for TDA and its various business activities and functions
- 1.2. To create effective and engaging content including writing press releases, case studies and articles. Editing and management on website, email and social media channels to help TDA communicate to a wider audience. This will involve identifying content opportunities for social media, supporting campaigns and reporting where required.
- 1.3. To support communications activity for other projects delivered by TDA providing positive and professional support to colleagues across the TDA group. This will involve reporting on and evaluating communication campaigns.
- 1.4. Raising awareness and enhancing the reputation of TDA Group and its various business activities and functions.

2. Anticipated Outcomes of Post

- 2.1. Improved communications between TDA and business community, clients, potential investors, partners, residents, employees, and media
- 2.2. An effective digital and social media presence for TDA including websites, using social media to drive traffic to the suite of TDA websites, developing online communities, creating html campaigns, monitoring and reporting of those campaigns, researching and creating content for use across digital communications campaigns carried out by TDA.
- 2.3. Increased engagement of different audiences for TDA's digital content.
- 2.4. Enhanced profile of TDA.

3. List key duties and accountabilities of the post

- 3.1. To respond to media enquiries, draft press releases and to support integrated marketing campaigns

- 3.2. Create and implement innovative and effective communications plans using a range of digital tools and applications making recommendations on changes if outcomes are not being met.
- 3.3. Identify, create or commission the most appropriate and effective mediums to meet the desired outcomes including blog writing, newsletters, case studies, adverts (online and offline), PR and digital materials including videos.
- 3.4. Liaise with colleagues across the Group to write Press Releases and when necessary, advise and handle high level, contentious and sensitive media issues.
- 3.5. Create, edit and manage content on TDA's websites and social media channels.
- 3.6. Reporting on the outcome of campaigns.
- 3.7. Produce design brief for high quality and tailored communication materials.
- 3.8. Manage communication campaigns through the full lifecycle from project initiation to completion.
- 3.9. Website content management using appropriate tools and techniques.
- 3.10. Support team members and colleagues with training as and when required.
- 3.11. Planning and implementing the social media content plan across TDA social media channels for a diverse range of services.
- 3.12. Briefing graphic design and print agencies and managing the design work programme according to team priorities.
- 3.13. Design and create branding materials through use of Canva and similar programmes.
- 3.14. Monitor developments and trends in digital and social media communications to inform delivery.
- 3.15. To be responsible for the management of TDA events and to participate in other events as required, such as developers days and inward investment events, ensuring that a positive image of TDA and strategic partners/clients is promoted.
- 3.16. Represent TDA and strategic partners/clients at a range of events at local, regional and national levels as required.
- 3.17. Build strong relationships and work collaboratively to support stakeholders with event management and implementation.

4. Give examples of the typical types of problems and decisions the post will be required to make

- 4.1. The postholder will be required to research, collate and present promotional opportunities and identify the audience and decide the most effective method of communication to ensure goals and outcomes are met.
- 4.2. The postholder will make recommendations to service leads on the best way to achieve the service goals.
- 4.3. The postholder will make recommendations on changes to digital and social media strategies.

- 4.4. The postholder will determine when and what recovery actions need to be in place to improve performance within projects.
- 4.5. Media relations – as required, the post holder must create media responses, liaising with senior management, outside agencies and partners to ensure TDA and strategic partners/clients reputations are enhanced and protected.
- 4.6. Managing the flow of information to ensure that those responsible for providing the post holder with information or marketing materials do so in time to enable the post holder to do their job (including external providers such as partners, Local Enterprise Partnership, developers and internal departments).

5. Budgetary / Financial Responsibilities of the post

- 5.1. Some budget management responsibilities for projects once budgets agreed with service leads / budget holders.

6. Supervision / Line Management Responsibilities of the post (Please show / provide organisation structure as an appendices, showing official reporting lines).

- 6.1. N/A

7. Working Environment & Conditions of the post

- 7.1. Office environment: VDU screen, potential attendance at events and other venues across TDA's area of delivery for which mileage or public transport travel expenses will be paid subject to prior approval.

8. Physical Demands of the post

- 8.1. No strenuous physical demands. Ability to erect and dismantle exhibition stands and carry reasonably sized boxes of publicity materials.

9. Specific Resources used by the post

- 9.1. Relevant IT equipment.

10. Key Contacts and Relationships

- 10.1. **External** local, regional, national and specialist media, general public, public and private sector partners, venue staff, specialist speakers and presenters, Torbay Council officers.
- 10.2. **Internal** TDA Staff.

11. Other Duties

- 10.1 To undertake additional duties as required as commensurate with the level of the role.

Additional Information:

- a) TDA is a trading name of Torbay Economic Development Company Ltd which is a company controlled by the Council of the Borough of Torbay.
- b) This post is hybrid based at Tor Hill House, Torquay / Home but the post holder may be required to move their base to any other location within the TDA at a future date.
- c) TDA is committed to safeguarding and promoting the welfare of children and applicants must be willing to undergo any checks appropriate to the post applied for.
- d) Successful applicants would be expected to complete a Criminal Records Self Declaration Form. Criminal convictions will only be taken into account when they are relevant to the post. You will only be asked to disclose 'unspent' convictions.
- e) All staff must commit to Equal Opportunities and Anti-Discriminatory Practice.
- f) The post-holder is expected to familiarise themselves with and adhere to all relevant Policies and Procedures.

Person Specification

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Essential Skills and Effectiveness:	Desirable Skills and Effectiveness:
<ol style="list-style-type: none"> 1. Effective organiser with the ability to multi-task and prioritise. 2. Proven effective and excellent communication skills with PR writing experience. 3. Effective digital skills across a range of tools. 4. Copywriting including for social media and websites. 5. An analytical approach to projects. 6. A creative and innovative approach to work from campaign development to overcoming complexities to achieve the end goal. 7. A positive and professional manner. 8. Ability to work independently with meticulous attention to detail. 9. Demonstrable handling of contentious and sensitive media situations. 	<ol style="list-style-type: none"> 1. Commitment to developing the communications offering from TDA. 2. Commitment to promoting the aims of TDA. 3. Ability to maintain composure and performance in challenging situations. 4. Numerically proficient. 5. Communicate information using video.

Essential Knowledge:	Desirable Knowledge:
<ol style="list-style-type: none"> 10. In-depth knowledge of different digital communications techniques and proficiency in application. 11. Underlying communication principles. 12. In-depth knowledge and use of social media communication techniques. 13. Proficiency in using social media platforms, in-depth understanding of their guidelines and policies and the suitability of deploying each in different scenarios. 	<ol style="list-style-type: none"> 6. Canva, Mailchimp, Eventbrite, LinkedIn, Instagram, blogging, Facebook Business, Twitter, Hootsuite.

Essential Experience/Achievements:	Desirable Experience/Achievements:
<ol style="list-style-type: none"> 14. Demonstrable effective digital communications experience. 15. Demonstrable experience of influencing and increasing engagement through digital communications and to a range of audiences. 	<ol style="list-style-type: none"> 7. Experience of Microsoft 365 / Teams 8. Understanding of search engine optimisation. 9. Delivering a Marketing / Comms Plan.

<p>16. Demonstrable experience of developing and implementing effective social media campaigns and conducting post-campaign success/effectiveness analysis.</p> <p>17. Experience of problem solving, being innovative and creative in terms of designing and implementing solutions.</p> <p>18. Experience of working in a marketing / communications environment.</p>	
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Essential Qualifications/Professional Memberships:	Desirable Qualifications/Professional Memberships:
<p>19. Educated to degree level in relevant field (e.g. Marketing, Communications, Media Studies, English) or equivalent.</p>	<p>10. Evidence of continued professional development.</p>

Essential – Other requirements of the job role:
<ul style="list-style-type: none"> • Ability to travel efficiently around the South-West in order to carry out duties. • Ability to accommodate unsociable hours. • Ability to accommodate home-working.