

# Digital content and communications officer

## 12 month fixed term contract

**TITLE:** Digital content and communications officer  
**GRADE:** D  
**MANAGER:** Head of communications

### PURPOSE OF THE JOB

Transport Focus is the independent consumer champion for Britain's rail, bus, coach and tram passengers, and for people who use England's motorways and major A roads – including pedestrians, cyclists, truck drivers and coaches. Transport Focus listens to what transport and road users want (in a variety of ways) and must speak up on their behalf in key policy debates and during periods of disruption or service failure.

The changing media landscape and growth of digital content over new platforms and channels pose a challenge for Transport Focus as innovative technology alters consumer expectations. The purpose of the Digital Content & Communications Officer is to help Transport Focus build an effective engagement strategy to promote its work and campaigns over social/digital channels and to create the innovative content required to engage a wide range of audiences.

### OUTLINE

The Digital Content & Communications Officer is a new post destined to become a key role in small communications team. The ideal candidate will already be overseeing a website, contributing ideas about use of social media during campaign planning, running a complex dashboard, designing and creating high quality digital assets to ensure important stories reach larger audiences in an interesting and informative way, scheduling digital content for social media channels, and interpreting data to provide feedback on digital content performance.

This role requires someone with plenty of drive and enthusiasm who can adapt flexibly to changing priorities. They need to be articulate, reliable, organised, quick to learn new systems, calm under pressure and detail oriented. Alongside a strong skill set in still and motion graphics they should have a demonstrable interest in current digital landscape and latest digital trends.

Working closely with the head of communications and the senior media officer as well as project managers and senior colleagues from across the organisation, this role offers considerable opportunity for an energetic and creative individual to make their mark.

### TASKS AND RESPONSIBILITIES

#### Content Creation

- Use strong online copywriting and productions skills to produce on-brand and high-quality day-to-day content that drives engagement with the Transport Focus via its

website and social media channels

- Source images for promotional content as required. Gate keep new material to the picture library, keywording accurately (training will be given).
- Select and edit images that create eye-catching digital assets for social media (using Canva/Photoshop + Bridge/Illustrator).
- Write, film, draw, edit, shape and create rich content (such as mixed media twitter cards, gifs, short animation/video and podcasts) to promote some key outputs such as the national transport user satisfaction surveys (liaising closely with senior colleagues) using (a working knowledge of) Adobe software
- Provide advice/guidance to colleagues about the content development process, helping to share best practice, raise awareness and build capability
- Ensure digital content complies with the content strategy, accessibility requirements, publishing guidelines and best practice standards
- Work with the head of communications to evaluate success and use the insight to inform future content development

### **Social Media Management**

- Oversee Transport Focus's social media dashboard - ensuring all channels are well maintained/monitored, that gaps are identified/filled and that content is shared effectively (currently across Twitter and, LinkedIn, expanding potentially to Instagram and Facebook for specific campaigns).
- Use digital tools to identify and monitor influencers and use this intelligence to inform engagement/content plans
- Measure and report performance of digital content and social media channels using analytics tools.
- Optimise content using paid advertising platforms (particularly for Twitter or LinkedIn)

### **Digital Strategy**

- Apply a high level of familiarity with website content management, ideally in WordPress, to keep current pages up to date and assist with projects to develop/ improve the site
- Champion a digital by default and social media perspective across all areas of communications and campaign planning
- Contribute to design and execution of campaigns that use digital opportunities and innovation whilst reflecting the organisation's priorities.
- Create proactive digital content and engagement plans
- Deliver digital communications handling for campaign moments and announcements

### **Project Management**

- Manage multiple projects in a fast-paced environment
- Build effective relationships with colleagues, external stakeholders and influencers
- Bring and maintain a keen understanding of accessibility standards, UX and SEO to support digital best practice across the organisation.
- Liaise with external designers and the web host/support contractors where relevant

## **TRANSPORT FOCUS - PERSON SPECIFICATION**

### **EDUCATION / PROFESSIONAL KNOWLEDGE & RELEVANT**

#### **ESSENTIAL:**

- A communications specialist with a proven background of developing effective digital and multi-media content for use across a range of digital channels and audiences
- Experience of building effective relationships with external and internal stakeholders to deliver on digital engagement and content strategies
- Knowledge of how social media and digital channels are developing and where online trends are heading next
- Understanding of media relations and the role of digital channels in managing news announcements
- A background (undergraduate level training or comparable experience) in motion graphics or graphic design.
- Experience of developing different forms of content for a range of social/digital channels, for example infographics, data visualisation, graphic and videos.
- Creativity and innovation to take digital comm's projects from conception to completion to deliver materials that stand out in crowded markets (a strong portfolio showcasing use of high-end digital design to deliver still and motion graphic projects)
- Ability to comprehend and uphold brand style guidelines
- Experience of monitoring, analysing and evaluating digital content success
- Excellent written and verbal communication skills able to adapt to different audiences and to produce optimised content for digital channels
- Ability to think on feet, deliver to tight deadlines and create high quality content from a constrained brief with a limited budget
- Good political understanding
- Clarity of argument and concise writing skills

#### **DESIRABLE:**

- Knowledge of, or interest in, the transport industry.
- An understanding of bus/rail/tram passenger and road user experience/ aspirations with an interest in how their issues of concern can be identified and addressed.
- Front line experience working on a busy press desk to gate-keep media calls
- Ability to edit raw video footage and add effects/elements to enhance motion design (using Adobe After Effects, Photoshop and Illustrator).

### **CORE SKILLS AND COMPETENCIES**

#### **WORKING WITH OTHERS - Level 2**

Works effectively as part of a team by collaborating with others and contributing towards team goals. Professional in approach. Demonstrates empathy and understanding of others'

viewpoints in order to build rapport. Supports colleagues and works cross functionally to provide an effective input to the organisational team. Engages with others at all levels, sharing knowledge and best practice. Manages the expectations of others. Gains cooperation from others by talking through issues and solutions.

### **INFLUENTIAL COMMUNICATION - Level 3**

Communicates in a way that can be easily understood. Speaks clearly and concisely at an appropriate pace, checking for understanding. Presents verbal and written information in a structured way. Actively listens to others and asks questions to indicate engagement or for clarification. Engages positively when communicating with others. Adapts communication style to the needs of the audience and situation. Conveys credibility when communicating at all levels of the organisation. Persuades and influences others, considering the implications of messages being given. Negotiates in order to secure positive outcomes. Demonstrates diplomacy when faced with objections or potential conflicts.

### **FLEXIBLE PLANNING AND ORGANISING - Level 2**

Systematic and methodical when developing structured plans to manage own workload. Considers timescales and the materials available and manages these effectively in order to meet deadlines. Recognises the need to be flexible in approach to completing tasks. Thinks ahead and anticipates changes. Prioritises tasks in order to respond effectively to competing demands. Monitors progress by reviewing stages regularly. Responds flexibly to changing priorities by re-arranging own workload or adapting existing plans.

### **PROBLEM SOLVING AND CRITICAL THINKING - Level 2**

Is able to assess problems from a variety of angles by recognising relevant and irrelevant information. Will formulate solutions based on the facts. Able to understand research information or data and link outcomes to objectives. Establishes key facts and identifies root cause issues. Identifies a range of possible solutions and assesses the associated risks. Makes objective and reasoned decisions based on facts and evidence. Is able to interpret research information or data correctly.

### **CONTINUOUS IMPROVEMENT - Level 2**

Committed to continuously strive for results and takes pride in producing work to high standards. Committed to improving self through learning from own experiences. Proactively identifies improvements to processes and services, implementing own ideas in line with best practice. Appropriately challenges the status quo. Takes steps to identify a way to fill their own skills/knowledge gap and takes positive steps to address the gap.

### **TENACITY AND RESILIENCE - Level 2**

Works well under pressure, focused on completing tasks. Delivers consistent quality representation of the organisation and retains business focus in difficult situations. Remains emotionally controlled when under pressure or in stressful situations. Self-starting with the ability to handle challenges and obstacles confidently. Determined to succeed, demonstrating persistence.

**STRATEGIC THINKING - Level 2**

Demonstrates organisational awareness. Understands the role of the organisation and who the stakeholders are. Recognises how own role impacts and links into organisational objectives. Thinks through the wider consequences of their actions and how these will impact on organisational goals. Considers wider strategic issues when developing approach to achievement of own objectives. Understands how key departments fit together and looks outside own team to link strategically and achieve wider organisational goals. Identifies both internal and external issues that might impact the organisation.

**IMPORTANT WORKING RELATIONSHIPS**

**Internal**

- Communications team
- Transport teams
- Chief executives' team
- Board and Chief Executive
- Insight team

**External**

- Key stakeholders, including the Department for Transport, Road companies, Network Rail and train companies, bus / coach operators and MPs
- Media and miscellaneous specialist contacts.