

**TITLE:** Digital communications officer  
**GRADE:** C +  
**MANAGER:** Head of communications

## PURPOSE OF THE JOB

Transport Focus is an independent watchdog working on behalf of passengers and road users across Great Britain.

We need a digital communications officer to play a key role in a small but high-performing communications team. We must ensure important news and stories reach their audiences in an interesting, engaging and informative way.

We're looking for someone to:

- help us engage effectively with our audiences to promote our work, using various social and digital channels
- help develop and generate audience-centric, engaging and innovative digital content for various platforms
- manage the day-to-day running of our social channels
- contribute to wider communications planning
- use analytics/evaluation for continual improvement.

## OUTLINE

This role requires someone with the foundations of a full creative skill set in still and motion graphics. You will be confident on some relevant software with a desire to learn more. You will have plenty of drive and enthusiasm along with an ability to adapt flexibly to changing priorities. You will need to be articulate, reliable, organised, keen and quick to learn new systems, calm under pressure and detail oriented.

The ideal candidate will already be confident in using relevant Adobe software to create some kinds of digital content. They will have experience of running multiple channels using a dashboard and be keen to contribute ideas about greater use of digital content to support the communications strategy work led by colleagues.

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

We are committed to diversity and inclusion. We're keen to hear from all keen, creative self-starters regardless of background or formal education level.

This role is full time but we are open to flexible working. We are currently hybrid working and have no minimum office days, though you will be expected to come to the Manchester or London offices at an agreed frequency. There will also be some travel across Britain.

### TASKS AND RESPONSIBILITIES

#### Content Creation

- Using (and gaining new) creative productions skills to produce on-brand and high-quality day-to-day content that drives engagement with the Transport Focus's social media channels and website
- Select and edit images or draw, edit, shape and create eye-catching digital assets for social media (such as mixed media or animated twitter cards) and short animation, video and podcasts to promote some key outputs such as the national transport user satisfaction surveys
- Source images as required. Gate keep new material to the picture library (keywording).
- Provide advice/guidance to colleagues about the content development process, helping to share best practice, raise awareness and build capability
- Ensure content complies with the social strategy, publishing guidelines and accessibility requirements
- Evaluate activity and use the insight to inform future content development

#### Digital Strategy

- Create proactive digital content and engagement plans

#### 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 contracts where relevant

#### 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 across all channels (currently Twitter and LinkedIn)
- Optimise content using paid advertising platforms (particularly for Twitter or LinkedIn)
- Measure and report performance of digital content and social media channels using analytics tools.

## EDUCATION / PROFESSIONAL KNOWLEDGE & RELEVANT

### ESSENTIAL:

- A creative specialist with a proven background of developing different forms of multi-media content for use across a range of digital channels and for a range of audiences, for example infographics, data visualisation, graphic and videos
- Creativity and innovation to take digital comms projects from conception to completion
- Experience of building effective relationships with colleagues and external stakeholders or contractors (to develop/deliver digital assets)
- Knowledge of how social media and digital channels are developing and where online trends are heading next
- Excellent written and verbal communication skills able to adapt to different audiences and to produce optimised content for digital channels
- Ability to comprehend and uphold brand (graphic and linguistic) style guidelines
- Ability to think on feet, deliver to tight deadlines and create high quality content from a constrained brief with a limited budget
- Some experience of monitoring, analysing and evaluating digital content success
- Clarity of argument and concise writing skills

### DESIRABLE:

- A background (undergraduate level training) in motion graphics/graphic design and/or comparable experience using motion graphics to deliver materials that stand out in crowded markets
- Good working knowledge of Adobe software (e.g. Photoshop and Illustrator) including to edit raw video footage and add effects/elements (using Adobe After Effects)
- Understanding of media relations and the role of digital channels in managing news announcements
- Knowledge of, or interest in, consumer representation

## CORE SKILLS AND COMPETENCIES

### WORKING WITH OTHERS

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

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**

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**

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**

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**

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**

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.