

Digital Content Creator – Grade 8

Scope of the work

The post holder will need to apply judgment and analysis to identify and create creative video and digital communications to assist in delivering messages to relevant audiences. The role will also involve working with more senior members of staff and as the lead contact on specific projects.

They will be responsible for helping to pull teams together to complete a project and will act as the content representative on various matrix groups that are brought together across the service area they are supporting. They will co-ordinate and deliver digital content projects considering the most appropriate channels for the message and will deal with tight deadlines.

They will work directly with a range of services across the authority to provide professional expertise and support, ensuring delivery of effective digital content for the authority via a range of creative channels. They will use their initiative to proactively question and challenge decisions and identify potential problems where appropriate. They will be responsible for briefing staff at all levels and councillors on project activity.

They will need to apply judgment and analysis to identify solutions to a variety of creative projects. They will work with colleagues to deliver a range of projects and will act as the creative representative on various matrix groups that are brought together by the service area they are supporting.

Accountabilities/Responsibilities

- Project manage, plan, deliver and evaluate identified video and other digital content projects to meet service requirements and to ensure the best outcomes for both customers and the council.
- Assist in managing the reputation of the council through generating digital content solutions across different channels.
- Undertake technical and analytical support activities to assist colleagues in delivering solutions, including online, video and animation.
- Provide creativity to communications projects, shaping their outcome and advising on video and digital production.
- Create professional promotional content for the council such as animations, short films and digital content.
- Apply Lancashire County Council branding guidelines to any corporate design work.
- Proofread designs to produce accurate and high-quality work.
- Provide a high level of flexibility, initiative, and accountability for the creative direction of each design project assigned.
- Work with others to develop communications in line with the Lancashire County Council brand ensuring messages and processes are straightforward, communications have a call to action, and emphasising the quality services we offer to customers.
- Provide on the job training, mentoring, briefing and guidance to colleagues to ensure they are able to develop the necessary skills to deliver in their role.
- Liaison with key internal and external stakeholders providing specialist advice and guidance, making a professional recommendation, and influencing decisions.

- Provide advice and guidance to officers and councillors on corporate identity and plain language in relation to advertising content as outlined in the communications service guidelines.
- Plan, control and manage design and production projects to meet a well-defined brief and provide input to larger projects to resolve specific issues. This may include analysing complex data and producing ad hoc reports using professional expertise.
- Suggest improvements to current working methods to contribute to improvements in communications and wider communications service delivery.
- Regularly communicate with other agencies and service providers to share information, build working relationships and to ensure joined up service provision.
- Represent the communications service at key meetings with services. □ Any other duties that are commensurate with the grade of the post.

Skills, Knowledge and Experience

All the following requirements are essential unless otherwise indicated by *

- Recognised vocational or professional qualification plus broad experience in the area of expertise. May be working towards a professional qualification or be of graduate entry level with sound practical experience.
- Creative flair, originality, and a strong visual sense.
- Strong computer skills and knowledge of industry standard packages such as Adobe Creative Suite, InDesign, Photoshop, Illustrator, animation and film editing programmes.
- An understanding of typography and terminology.
- Strong portfolio of work expressing various techniques and experience.
- Be self-motivated and delivery focused, with a track record of getting things done and achieving communications impact.
- Have excellent judgement skills and be confident in dealing with a wide range of internal and external stakeholders.
- Organisation and project management skills.
- Analytical skills and problem-solving capability.
- Ability to informally train and mentor less experienced staff.
- Have the ability to influence the behaviour of others through effective relationship building and technical or professional expertise.
- Ability to build and maintain effective networks and relationships.
- Understanding of working within a political environment.
- Be team oriented, with a 'can do' and 'hands on' approach to helping out the wider communications team.

Other

- The 24-hour nature of communications may require working outside office hours in emergency situations either remotely or at an office location. Given the unknown nature of an emergency situation and subsequent inability to plan, it is accepted that colleagues may have location issues or caring responsibilities that mean they would be unable to support at short notice. If colleagues are able to support an emergency situation out of hours, this will be recompensed with time off in lieu unless the colleague already receives a standby payment as part of the out of hours cover rota.
- This is an essential car user post. You will be required to provide a car for use in connection with the duties of this post and must be insured for business use. In certain

circumstances consideration may be given to applicants who, as a consequence of a disability, are unable to drive.