

JOB DESCRIPTION

JOB TITLE:	Senior Content Officer
MANAGED BY:	Head of Communications
GRADE:	9

THE ROLE

Reporting to the Head of Communications, you will play a leading role in our digital communications, through the creation of compelling video and social media content.

Key Attributes:

Exceptional communication

Articulates ideas clearly across written, visual, and verbal mediums; can simplify complex topics for diverse audiences.

Creative and visual thinker

Brings fresh, innovative ideas to visual communications, video and digital content formats to drive engagement.

Strategic storyteller

Crafts compelling narratives that align with the Mayor's vision and priorities, making content relatable and engaging.

KEY RESPONSIBILITIES

- Produce high-quality video content - from planning and scripting to managing the filming, editing, and publishing - featuring the Mayor, community voices and regional events
- Attend visits and engagements with the Mayor and senior leaders to capture content for social media and digital channels
- Write and edit clear, accessible and engaging content for websites, digital newsletters and blogs

- Working with internal teams, lead the production of social media content (e.g., short videos, reels, carousels, captions, visual assets) across platforms including Facebook, Instagram, LinkedIn, YouTube, and X
- Use insights and analytics to monitor performance, improve engagement, and inform content decisions
- Ensure all content aligns with brand guidelines, accessibility standards and tone of voice

PERSON SPECIFICATION

ESSENTIAL (MUST HAVE)

Qualifications and Knowledge

- Recognised professional qualification in digital marketing communications or equivalent work experience
- Social media platform management knowledge

Experience

- Experience in multimedia content creation, with a strong background in video creation, social media, and digital writing
- Excellent writing and editorial skills, with the ability to adapt tone and format for different platforms
- Understanding of digital accessibility and writing best practices for online audiences
- Familiarity with content management systems, analytics tools, and social media management platforms

Skills and Competencies

- Ability to manage multiple projects simultaneously and work under tight deadlines in a fast-paced environment
- Excellent communication skills including writing, presentation, influencing, negotiation, demonstrable political sensitivity, tact and diplomacy as well as strong relationship management skills
- Able to work effectively in agile, collaborative and partnership settings to meet mayoral and organisational priorities
- Ability to innovate and generate creative ideas for digital communications

DESIRABLE

Experience

- Experience of working in a complex, political, multi-stakeholder environment

