

JOB DESCRIPTION

Digital Communications & Engagement Officer



Effective Date: March 2026

Location: Maidstone House

Job Title: Digital Communications & Engagement Officer

Grade: 7

Responsible to: Deputy Communications Manager

No. of Staff Responsible For: n/a

PURPOSE OF JOB

Protect, promote and improve the reputation of the Council using a variety of existing digital channels, while looking for new opportunities and channels as they evolve.

Drive high levels of public satisfaction with MBC and its services to achieve high levels of staff engagement in liaison with the Communications, Marketing and Events team.

This is a hands-on role which will require a confident communicator, writer and someone who can react quickly and efficiently in a professional manner in what can sometimes be a pressured situation. It is a varied job which will also include attending MBC events, travelling to different MBC offices, photography and creating video content.

The role will also require creating proficient, professional social media content and proactively looking for opportunities to promote and enhance the reputation of the Council through all communications channels available, while identifying future digital channels to expand the Council's reach and audience.

The Digital Communications & Engagement Officer will also be required to work alongside service areas to help promote the work of the Council and support events to engage with residents, stakeholders, Councillors and demonstrate partnership working.

This Digital Comms & Engagement Officer will support the Comms Team communicate news on Local Government Reorganisation both internally and externally.

MAIN ACCOUNTABILITIES

- Monitor traditional and social media to provide insight on stakeholder attitudes and opinions.
- Devise digital content suitable for all Council's marketing campaigns in accordance with brief as set out.
- Update corporate social media channels to engage and respond to queries received to maximise engagement with residents, using these channels and improve the Council's reputation.
- Make sure that media enquiries are recorded, considered properly according to our policy, and responded on time to protect the Council's reputation.
- Ensure that MBC has an up-to-date library of quality news, stock pictures and video content of Council services and venues, events and facilities.
- To proactively promote the Council through social media channels and other forms of communications.
- To assist and support the delivery of MBC campaigns, events and engagement projects.
- Assist and support in the delivery of the Local Government Reorganisation Comms Plan.
- Support the team with wider admin tasks such as invoicing.
- To attend MBC events and support with photography, social media and video content where needed.
- To communicate confidently with staff, customers, stakeholders and Councillors and proactively look for opportunities to promote MBC (internally & externally).
- Commitment to the Council's Strategic Plan
- To undertake any training and development as required
- To comply fully with the Council's Equal Opportunity Policy
- To comply fully with the Council's Health and Safety at Work Policy
- To assist as required in the Council's Emergency Plan
- To comply fully with the Council's IT Security Policy
- To undertake other duties commensurate with the grade of the post

PERSON SPECIFICATION

Digital Communications & Engagement Officer



| Attributes: | | Essential/ Desirable | Assessed By |
|-----------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|------------------------------------------|
| Education, Training and Knowledge | <ul style="list-style-type: none"> • Educated to A Level or equivalent, including English • Recognised public relations, marketing or journalism qualification is desirable • Awareness of equal opportunities • Understanding of good design • Good communication skills in particular good writing skills • First class IT skills • Basic photography and video skills – Adobe Software • Use of social media, in particular Facebook, Instagram and LinkedIn. • As this is a customer focused role the ability to converse at ease with customers adapting communication style to suit differing audiences and providing advice in accurate spoken English is essential. | Essential | Application |
| | | Desirable | Application |
| | | Essential | Application |
| | | Essential | Interview |
| | | Essential | Assessment |
| | | Essential | Application Application/ Interview |
| Experience | <ul style="list-style-type: none"> • Working in an office environment • Content Management systems and other web tools • Ability to work under own initiative • Able to respect the views of others and work collaboratively within a team • Ability to remain calm when under pressure • Ability to research and assimilate information quickly • Ability to work at speed to deadline • Attention to detail and methodical approach to work | Essential | Application/ Assessment/ Interview |
| | | Essential | Interview |
| | | Desirable | Interview |
| | | Desirable | Application |
| | | Essential | Assessment/ Interview |
| | | Essential | App/Int |
| | | Essential | Assessment/ Interview |
| | | Essential | App/Int/ Assessment |
| Essential | Assessment/ Interview | | |

COMPETENCY PROFILE

| | |
|-------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Work Together | <ul style="list-style-type: none"> • Proactively contributes to ensure that the wider service objectives are achieved. • Ability to work as part of a team and motivate colleagues to achieve team objectives. • Share knowledge and experience to grow the wider team • Effective negotiating, influencing and decision-making skills • Developed leadership skills to encourage teamwork |
| Respect Everyone | <ul style="list-style-type: none"> • Build positive relationships and ensure credibility. • Ability to challenge effectively. • Conscientious individual. |
| Develop and Grow | <ul style="list-style-type: none"> • Take ownership of actions and ensures timely delivery. • Identify solutions not problems. • Be open to new ideas and concepts • Take responsibility for developing own skills and knowledge in current roles, as well as future ambitions. |
| Make a Difference | <ul style="list-style-type: none"> • Demonstrates objectivity for benefit of internal and external customers. • Right first-time approach. • Implement ideas which will improve the customer experience, internal and external. |
| Care | <ul style="list-style-type: none"> • Awareness and commitment to promoting equal opportunities. • Consider equalities in all work undertaken. • Assertive and proactive with commitment to high standards of service delivery. |