

Annex 3 – Digital Content Editor job description

JOB TITLE : Digital Content Editor
GRADE : SO
SERVICE : Central Services REPORTS TO: Head of Communications
SUPERVISES: No direct reports

This post is politically restricted (Local Government and Housing Act (as amended) 1989.

General description of role

Tonbridge & Malling Borough Council's Digital Content Editor will help transform how we work and deliver services to the public. Central to this new role is planning and managing the content development for a website relaunch which will underpin a fundamental shift in our internal processes and how we interact with residents, businesses and visitors to the borough. The post-holder will play a leading role in making it simpler and faster for people to access information or services via digital channels.

This role will take the lead in managing all website content and will act as site editor. You will also work closely with the rest of the Communications team on developing creative social media campaigns that deliver impact and drive change through all our digital channels.

Main Responsibilities

1. Lead development of web content strategy in support of the council's wider digital agenda
2. Support a transition to more centralised management of website development and publishing, ensuring consistency, quality and alignment with corporate priorities.
3. Provide expert guidance and advice to officers and members regarding online services, their purpose and implementation, monitoring compliance, and reporting performance.
4. Develop the plan and timetable for website content migration, spanning council services, news and leisure.
5. Produce new web content that is accurate, easily understood and optimised for search engines.
6. Work with IT and services to design customer journeys and transactions that are fast, intuitive and deliver customer satisfaction.
7. Oversee the phased launch of service-by-service areas of the new site.
8. Develop and implement online editorial guidelines and house style, ensuring brand consistency across all digital channels.
9. Develop testing regime for content usability and accessibility.
10. Develop web policy and establish good governance and business processes.
11. Support planning and delivery of plans for planned for unplanned service changes, major incidents or civil emergencies, ensuring the website meets the needs of the council and serves as a key resource for residents.
12. Support content development for social media.
13. Build strong relationships with IT colleagues, council services and external suppliers.
14. Ongoing content management of new website and online marketing.

Other Factors

This job description is a working document which sets out the main areas of responsibility of the post. It is not intended to be a definitive statement of the duties of the post, nor specifically to exclude any task or range of duties which the postholder might reasonably be required to undertake.

A commitment and contribution to the Council's Equal Opportunities Policy is an essential requirement of the post.