

Job Description

Job Title	Digital Communications Officer
Directorate	Strategy and Change
Service Area	Communications and Engagement
Grade	7
Competency Level	2
Salary	£40,777 – £46,142
Job Type	Hybrid
Location	Cunard Building
Disclosure and Barring Service (DBS)	Not required
Job Evaluation Ref No.	A10080

Job Purpose

To lead and deliver digital communications strategies that support Liverpool City Council's objectives, enhance public engagement, and strengthen the Council's digital presence. This includes managing digital campaigns, content creation, analytics, and technical platforms to ensure effective communication with internal and external audiences.

To contribute to the effective delivery of the Communications team's objectives of news management, internal communication, external communication, behaviour



change campaigns, reputation risk management and external reputation assessment.

Directly Responsible For:

Not applicable

Directly Responsible To:

Campaign Manager

Main Areas of Responsibility:

- Develop and implement digital communication strategies aligned with Council priorities
- Create and manage engaging content across digital platforms including websites, social media and email marketing
- Use graphic design tools (e.g., Adobe Creative Suite, Canva) to produce visual assets for campaigns
- Maintain and enhance Council websites using content management systems (e.g., Umbraco, WordPress, SharePoint)
- Monitor and analyse performance using tools such as Google Analytics, Google Ads, and social media insights
- Optimise content for search engines (SEO) and manage paid campaigns (SEM)
- Collaborate with internal teams and external partners to deliver integrated digital campaigns
- Provide expert advice on digital trends, tools, and best practices
- Ensure accessibility, usability, and compliance with digital standards
- Support behaviour change campaigns and reputation management through digital channels

- To create high-quality written material, concepts and advice, specifically social media posts, articles, blogs, news releases and advertising copy,
- To provide challenge and innovative thinking that will ensure the delivery of key strategic outcomes
- To support the development and provide overall editorial control to key communication channels as agreed
- To network externally in order to ensure that Liverpool City Council is kept abreast of the latest thinking and practice in communication management and behaviour change
- To promote the interests of Liverpool City Council and its partners locally, regionally, nationally and internationally, establishing a strong profile for the City Council and enhancing its reputation, influence and impact
- To always act in ways that enhance the reputation of the City Council and the City of Liverpool

Supervision and Management Responsibility:

- No supervisory or line management responsibilities

Budget and Financial Responsibility:

- Being fully accountable for managing the council's resources well and complying with statutory requirements. This includes managing time, avoiding unnecessary waste, reuse and recycle resources to reduce personal impact

Social Value Responsibility:

- Drive for social value through all activities, ensuring wider social, economic and environmental benefits for the council, residents and communities

Physical Demands of the Job:

- On occasion, this role may involve standing for long periods of time when hosting events. Some outdoor working will be required when organising site visits or other external engagement sessions

Corporate Responsibility:

- Contribute to the delivery of the Council Plan
- Delivering and promoting excellent customer service, externally and internally.
- Commitment to customer excellence by dealing with customer feedback, including complaints, and learning from feedback in the drive for continuous improvement
- Making the council a great place to work, living the council's values, actively engaging in regular communications including team meetings, undertaking training as required and being responsible for managing own performance
- Develop the City Council's commitment to equal opportunities and to promote non-discriminatory practices in all aspects of work undertaken
- To ensure that all work functions are undertaken in accordance with health and safety legislation, codes of practice and the City Council's safety plan

Competency Framework:

We operate a competency framework, a set of core behaviours which define how we are expected to approach our work, how we perform in certain situations and how we treat each other. Each competency details the standards of behaviours and skills required by all staff and this in turn supports delivery of our aim and our council plans linking them together with our values.

The post holder will be required to demonstrate the ability to perform at the following competency level: **Level 2**.



[The competency framework can be found here.](#)

This job description is not intended to be either prescriptive or exhaustive. It is issued as a framework to outline the main areas of responsibility. You will be expected to carry out any other duties that may reasonably be required in line with your main duties and changing priorities of the organisation.

Person Specification

Assessment methods used: I = Interview, P = Presentation, A = Application, E = Exercise, T = Test, AC = Assessment Centre

Qualification and training

Essential

- Degree or equivalent experience in digital communications, marketing, or related field (A)

Desirable

- Certifications in digital marketing platforms (e.g., Google Analytics, Google Ads)

Experience

Essential

- Proven experience in digital communications or marketing roles (A, I)
- Experience with graphic design applications and web development (A, I, P)
- Experience in managing social media and email marketing campaigns (A, I)
- Experience in using analytics tools and interpreting data for performance improvement (A, I)

Desirable

- Experience in local government or public sector communications

Skills/Abilities

Essential

- High-level organisational skills and attention to detail (I)
- Strong written and verbal communication skills (I)
- Proficiency in SEO, SEM, content marketing and social media management (A, I)
- Skilled in using CMS platforms and digital marketing tools (A, I)
- Analytical mindset with ability to translate data into actionable insights (I, P)
- Creative flair and ability to produce engaging digital content (P)
- A self-starter with a high level of initiative and the ability to act independently and manage multiple projects (I)
- Ability and enthusiasm to get involved in the wider work of the team (I)

Desirable

- Ability to approach communications from a customer/audience perspective

Commitment

Essential

- An understanding of and a personal commitment to the vision and values of Liverpool City Council (A)
- Commitment to quality and personal accountability in all areas of work (A)
- Commitment to and understanding of equal opportunities (A)

Other

Desirable

- UK driving licence
- Working outside traditional working hours at times

