

Job Description

Job	Social Media Content Creator
Directorate	Strategy and Change
Service Area	Communications and Engagement
Grade	7
Competency Level	2
Salary	£41,094 - £46,499
Job Type	Office/Hybrid
Location	Cunard Building, Liverpool City Centre
Disclosure and barring service (DBS)	Not Required

Job Evaluation Ref No:

Job Purpose

To create, plan and deliver engaging social media content that supports Liverpool City Council's priorities, improves public understanding of council services, and strengthens the Council's relationship with residents, partners and stakeholders.

The role will focus on producing high-quality written, visual and short-form video content for social channels, using insight and performance data to make content clear, accessible, timely and effective.

To support the Communications and Engagement team's work across campaigns, news management, internal communication, external communication, behaviour change, reputation management and resident engagement, with a strong focus on social-first content that reaches the right audiences in the right way.

Directly Responsible For:

Not applicable

Directly Responsible To:

External relations manager

Main Areas of Responsibility:

- Create clear, engaging and accessible social media content across the Council's key channels, including copy, graphics, short-form video, reels, stories and campaign assets
- Plan and schedule social media content that supports Council priorities, service campaigns, behaviour change activity and key city messages
- Turn complex information into plain English social content that residents can understand and act on
- Work with campaign, media, internal communications and engagement colleagues to develop social-first ideas that support integrated communications plans
- Support community engagement activity by creating content that helps residents understand local plans, investment, service changes and opportunities to have their say
- Develop community-focused content that shows how Council investment and regeneration activity is making a difference in neighbourhoods, using real stories, local voices and clear resident benefits
- Work with ward councillors, neighbourhood managers and service teams to identify local stories, upcoming engagement opportunities and content that reflects the issues residents care about

- Film, edit and publish short-form video content, including interviews, event coverage, behind-the-scenes content and explainers
- Use design and editing tools, such as Canva, Adobe Creative Suite or similar platforms, to produce high-quality creative content that follows brand guidelines
- Use social media analytics and insight to review performance, improve content, and identify what is working for different audiences
- Support live social media coverage of events, announcements, campaigns and council activity, including occasional work outside standard office hours where required
- Help manage the Council's social media channels by drafting posts, responding to emerging issues, escalating reputational risks and supporting timely updates
- Maintain a consistent tone of voice across social channels, ensuring content is accurate, inclusive, accessible and appropriate for the audience.
- Support paid social media activity by preparing content, audience information and performance updates where required
- Provide creative challenge and ideas that help the Council communicate with residents in more engaging and effective ways
- Build positive working relationships with internal teams, councillors, neighbourhood managers and partners to gather stories and develop strong content
- 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 manager responsibility

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 periods of time when capturing content at events, visits or community activities
- Some outdoor working will be required when capturing social media content, supporting live coverage or attending external events

Corporate Responsibility:

- Contribute to the delivery of the Council Plan
- Deliver and promote excellent customer service, externally and internally
- Commit 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 Plan pillars 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 communications, marketing, journalism, digital media, content creation or a related field (A)

Desirable

- Training or certification in social media management, content creation, video editing, digital marketing or analytics tools

Experience

Essential

- Experience of creating content for social media channels, including written, visual and video content (A, I, P, T)
- Experience of using creative tools such as Canva, Adobe Creative Suite, CapCut or similar design and editing platforms (A, I, P, T)
- Experience of using social media insight and analytics to improve content performance (A, I)
- Experience of developing exciting, interesting and audience-focused content that achieves strong engagement across social media channels (A, I, P)

Desirable

- Experience in local government, public sector communications, community engagement or behaviour change campaigns

Skills/Abilities

Essential

- Ability to plan, schedule and publish content across social media platforms (A,I)
- Excellent writing skills, with the ability to produce clear, accurate and engaging social media copy in plain English (I)
- Strong creative judgement and the ability to develop social-first content ideas that are appropriate for different audiences and platforms (I, P)
- Ability to film and edit short-form video content using mobile and digital editing tools (I, P,T)
- Experience in using social media analytics tools (I,P)
- Ability to interpret social media data and use insight to improve content, reach and engagement (I, P)
- High-level organisational skills, attention to detail and the ability to manage competing deadlines in a fast-moving environment (I)
- Good judgement, political awareness and the ability to identify and escalate reputational risks on social media (I)
- Ability to work collaboratively with colleagues, services, partners and suppliers to gather stories and develop content (I)
- A self-starter with initiative, curiosity and enthusiasm for improving how the Council communicates online (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
- Commitment to quality and personal accountability in all areas of work
- Commitment to and understanding of equal opportunities

Other

Desirable

- Driving licence
- Working outside traditional working hours at times