

Job Description

Job title:	Communications Executive – Campaigns and Digital
Grade:	F
Hours of work:	37
Responsible to:	Head of Communications, Engagement and Public Affairs
Responsible for	
Direct reports:	N/A
Indirect reports:	N/A
Budget:	N/A

Purpose of Post:

As Communications Executive – Campaigns and Digital, you will play a key role in promoting Huntingdonshire District Council's projects, policies, and services through effective, creative, and targeted communications. You will develop and lead external campaigns aligned to the priorities of the Corporate Plan, with a strong focus on behaviour change, and enhancing the council's reputation.

You will create and publish high-quality, engaging content across the council's digital channels, ensuring communications are accessible, consistent, and impactful. You will also advise and support colleagues within the Communications Team and across the organisation in the use of social media, helping them to produce effective content and manage interactions appropriately.

In addition, you will monitor, evaluate, and report on the performance of digital communications, using insight to shape future activity and continually improve the council's approach.

Key Deliverables:

Lead on the planning and delivery of communications campaigns that raise awareness and understanding of council priorities, aligned with the Corporate Plan.

Use data, evaluation, and reporting tools to track performance, measure impact, and adapt plans for maximum effectiveness.

Collaborate across the council and, where relevant, with external partners to deliver integrated communications activity.

Lead the development and implementation of a progressive Corporate Social Media Strategy, ensuring stakeholders understand and support its vision.

Create, manage, and deliver engaging digital content and campaigns that tell the council's story to online audiences.

Lead priority social media campaigns by setting clear objectives, delivering activity, and reporting on outcomes.

Produce and publish accessible, accurate, and engaging content for corporate social media channels (e.g. Facebook, X, Instagram, LinkedIn).

Develop a wide range of digital assets, including videos, imagery, animations, infographics, and confidently manage editing, subtitling, and scripting.

Monitor and respond to social media queries and comments in an appropriate and timely way.

Support and collaborate with Communications Executives to deliver high-quality digital outputs.


Proactively alert Communications Executives to emerging social media issues with potential media interest, supporting reactive communications when needed.

Provide guidance and training to service areas managing other council-linked social media accounts.

Evaluate the council's social media performance using appropriate tools, metrics, and processes.

<p>Knowledge and Qualifications</p> <p>The minimum knowledge required to undertake this role and any qualifications or training essential for the role</p> <p>(E) Essential (D) Desirable</p>	<p>Degree or equivalent level of experience (E)</p> <p>Detailed knowledge of a wide range of communications, marketing and engagement tools and media (E)</p> <p>Chartered Institute of Public Relations (CIPR) membership (D)</p>
<p>Experience</p> <p>Experience the person would need to do the job</p> <p>(E) Essential (D) Desirable</p>	<p>Developing communications campaigns using research, insight, evaluation and measurement (E)</p> <p>Creating engaging social media content across a range of platforms (E)</p> <p>Experience of leading social media channel management, including professional tools to provide monitoring, reporting, rebuttal advice and evaluation for the Council. (E)</p> <p>Developing strategies and action plans for social media platforms (Facebook, LinkedIn etc.) (E)</p> <p>Excellent written and oral communications skills reflecting the need to set standards for communication and provide editorial control to ensure appropriate content, messaging, tone and consistency in all communications. (E)</p> <p>Experience working in fast-paced environments, leading on social media communications. (E)</p> <p>Excellent understanding of social media trends and audiences. (E)</p> <p>Working in a communications function within a large organisation (E)</p> <p>Supporting corporate prioritisation and supporting decision making (E)</p> <p>Working with senior leaders (D)</p>

<p>Skills and Abilities</p> <p>Specific skills the applicant would need to do the job</p> <p>(E) Essential</p> <p>(D) Desirable</p>	<p>Good IT skills with excellent knowledge of Microsoft Word, Outlook, Excel and PowerPoint (E)</p> <p>Excellent communication skills, both written and verbal to clearly articulate messages to a variety of audiences (E)</p> <p>Ability to clearly articulate messages to a variety of audiences (E)</p> <p>Analysing, interpreting and organising data (E)</p> <p>Working effectively at all levels in an organisation (E)</p> <p>Working to deadlines (E)</p> <p>Time Management and prioritisation (E)</p> <p>Creating video, animation, infographics for social media along with photography and ideography skills (D)</p> <p>Exercise political judgement (D)</p>
<p>Decision Making and Impact on Others</p> <p>What impact the reasons made by the post holder would have on others across the Council</p>	<p>Provide expert advice to services and leaders</p> <p>Influence council-wide communications quality</p> <p>Enhance the council's reputation through effective public communication</p>
<p>Communication with Internal and External Customers</p> <p>What customers the applicant would be in contact with in the job</p>	<p>Internal customer contact 40%: Communications Team Service areas across the council</p> <p>External customer contact 60%: Residents</p> <p>Stakeholders, Businesses, Town Councils, Community Organisations</p>
<p>Personal Attributes and Other Requirements</p>	<p>Be a good team worker demonstrating loyalty and commitment to the organisation and team members (E)</p>

<p>In this section please list any other qualities you are looking for from the applicant</p> <p>(E) Essential</p> <p>(D) Desirable</p>	<p>Ability to establish and maintain strong relationships (E)</p> <p>Excellent planning and organisation skills (E)</p> <p>Problem solving (E)</p> <p>Flexible and adaptable (E)</p>
<p>HDC values</p> 	<p>The values outlined below reflect our collective positive attitude and how all staff are expected to work together as one team.</p> <p>Inspiring: We have genuine pride and passion for public service; doing the best we can for customers.</p> <p>Collaborative: We achieve much more by working together, and this allows us to provide the best service for customers.</p> <p>Accountable: We take personal responsibility for our work and our decisions, and we deliver on our commitments to customers.</p> <p>Respectful: We respect people's differences and are considerate to their needs.</p> <p>Enterprising: We use drive and energy to challenge the norm and adapt to changing circumstances. We are always ready for challenges and opportunities, and we embrace them.</p>

Safeguarding and promoting the welfare of children and young people/vulnerable adults

Huntingdonshire District Council is committed to safeguarding and promoting the welfare of children and vulnerable adults and expects all staff and volunteers to share this commitment.

(The above lines need to remain in all JD. The lines below, delete as applicable – this is for roles where you are working with vulnerable adults or children)

- Ability to safeguard and promote the welfare of children and young people/vulnerable adults
- Demonstrates understanding of safeguarding issues

- Appreciates the significance of safeguarding and interprets this accurately for all individual children and young people/vulnerable adults whatever their life circumstances.
- Has a good understanding of the Safeguarding agenda
- Can demonstrate an ability to contribute towards a safe environment
- Is up-to-date with legislation and current events
- Can demonstrate how s/he has promoted 'best practice'
- Shows a personal commitment to safeguarding children