**JOB DESCRIPTION**

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| **POST TITLE:** | Youth and Play Digital Information Officer |
| **GRADE** | 8 |
| **DIVISION / UNIT** | Cultural Services |
| **DEPARTMENT** | Environment and Leisure |
| **REPORTS TO:** | Youth and Play Engagement and Commissioning Manager |

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| **PURPOSE OF THE JOB** |

To develop, implement and implementing a range of innovative customer facing digital information tools, projects and initiatives in order to enable the achievement of corporate youth and play related strategies and business plans.

To continuing to maintain and evolve existing digital tools.

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| **PRINCIPAL ACCOUNTABILITIES** |

Responsibilities:

To support the delivery of relevant youth and play strategies and corporate priorities, through creation and dissemination of information to residents, partners and stakeholders through a range of digital tools.

To directly manage relevant information projects and programmes, including planning and delivery, budget management, stakeholder management, administration and marketing.

To take a lead role in managing, creating and publishing a range of engaging and interactive content for the Youth and Play services digital channels including Facebook, Twitter, Instagram, The Youth Digital Hub, Pinterest, Wordpress, the council’s intranet, website and any other digital platforms that are adopted.

To ensure all content is well organised, accessible and optimised for search engines.

To train, advise and support relevant staff on the effective use of digital tools and channels.

Undertake regular reviews of the digital platforms content to ensure it is accurate and up to date

Manage complex stakeholder and partner relationships.

Provide advisory support to the relevant internal and external partners and collate and disseminate information on a range of issues.

Collect, analyse and use performance management and benchmarking data to inform service delivery.

Assist with developing strategic bids to increase capacity and inward investment.

To work contribute to the development of business plans and service reviews

Any other duties as required up to the level of responsibility of the post. Manage and direct the delivery of Youth and Play service programmes and projects linked to relevant corporate priorities so that they are delivered on time and within set budgets.

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| **JOB CONTEXT** |

Organisational Objectives

The Youth and Play Services are responsible for providing positive activities borough wide for young people aged 11 to 19 years (25 years with SEN) as well as delivery of Adventure playgrounds for older primary school children. These services are provided in a variety of building based youth centres and adventure playgrounds across the borough. The service also delivers the Young Advisors, the Youth Parliament, a commissioning programme and strategic work with a variety of partners from both the statutory and voluntary sector.

The service leads on the delivery and coordination of cross departmental youth related programmes with the overall aim to raise the profile of services for young people in Southwark so that no young person is left behind. It also aims to place young people at the heart of future service design to ensure that they can influence decisions affecting their lives. This includes ensuring that council’s facilities are fit for purpose, of high quality and young people friendly and that services meet their needs and enable them to fulfil their potential.

The post holder will at times work independently and will receive regular supervision to enable delivery of high quality, modern and customer focused services to young people in the Borough.

The post reports to the Youth Engagement and Commissioning Team Leader

Supervises

This post has no direct reports

Financial Responsibilities

Monitoring of project budgets, ensuring resource limits are not exceeded and that corporate standards are adhered to throughout. (net budget of c £5 - 50,000 per project)

• To ensure corporate financial standards are followed.

• Certification of fees and other remuneration of service providers and authorisation of payments to contractors and consultants

Conditions of Service

Might require occasional evening and weekend work.

The post may be located at any site in the Borough

**Grade/Conditions of Service**
The employment is subject to a probationary period of twenty six weeks from your start date of employment with Southwark Council, during which time you will be required to demonstrate to the council’s satisfaction your suitability for the position in which you are employed.

**PERSON SPECIFICATION**

The person specification is a picture of skills, knowledge and experience required to carry out the job.

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| **Knowledge, including educational qualifications:**  | **Essential (E)**  | **How assessed (S/ I/ T)** |
| Knowledge of digital tools and potential to involve communities and young people in youth and play activities through digital campaigns  | E | S/I |
| Knowledge of web content management systems including Wordpress, and Social Media platforms including Facebook, Twitter, Snapchat, Instagram and Pinterest  | E | S/I |
| Knowledge of effective methods of promoting digital inclusion across a diverse range of communities | E | I |
| **Experience:** |
| Proven experience of working in the community and/or youth related sector in a communications or marketing capacity | E | I |
| Experience of copywriting and collating and disseminating information, advice and support to a range of stakeholders and organisations via appropriate digital methods | E | S/I |
| Proven experience of successful project management including planning and delivery, budget management, stakeholder management, administration and marketing  | E | I |
| Proven experience of collaborative working including supporting and motivating team members on the effective use of digital channels | E | S/I |
| Experience of managing complex stakeholder and partner relationships | E | I |
| Experience of general office administration relating to financial processes, correspondence and reports, database management, data collection and tracking systems | E | I |
| **Aptitudes, Skills & Competencies:** |
| Ability to creatively and effectively develop, plan and manage projects, and adapt to changes using all available resources to their full potential  | E | S/I |
| Proficiency in researching, analysing, collating and disseminating information in all formats, writing concise and clear reports, and preparing engaging copy for web and digital media | E | S/I |
| Organising, planning and prioritising workloads effectively and to meet deadline | E | I |
| Ability to work independently and as an effective team member to achieve targets and resolve problems positively  | E | I |
| Excellent communication skills including in email and face to face  | E | I |
| The ability to work well under pressure and to strict time constraints | E | I |
| **Special Conditions of Recruitment:** |
| Comply with and promote the Council’s Equal opportunities policy |

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| **Key:** | **E** | Essential |  | **S** | Shortlisting criteria |
|  |  |  |  | **I** | Evaluated at interview |
|  |  |  |  | **T** | Subject to test |