

LONDON BOROUGH OF HACKNEY

Job Description

Post Title: Licensing & Digital Media Officer

Directorate: Climate, Homes & Economy

Service: Markets, Shop Fronts & Street Trading Service

Grade: Scale 5

Location: Ridley Road Office and Borough-wide Market Sites

Responsible to: Licensing & Business Support Manager

Dotted-line collaboration: Strategy, Policy & Digital Development Manager

Responsible for: No direct reports

PURPOSE OF THE JOB:

The Licensing, Business & Digital Media Officer is a pivotal role at the heart of Hackney's multi-award-winning Markets, Shop Fronts & Street Trading Service — ensuring the delivery of our statutory obligations while strengthening the visibility, reputation and commercial success of one of the UK's most progressive local market systems.

This post safeguards the Council's legal and operational duties under the London Local Authorities Act 1990 and related legislation by ensuring licences are processed accurately, records maintained diligently, payments reconciled, and traders supported in full compliance with policy.

At the same time, it drives forward the added-value innovation that defines Hackney's national reputation — using social and digital media to tell the stories of our traders, showcase events, and engage communities.

By combining rigorous administrative discipline with creative communication, this role ensures Hackney's markets remain compliant, inclusive, commercially vibrant, and nationally recognised for excellence, sustainability, and innovation.

Main Duties and Responsibilities

Licensing & Business Support (Approx. 60%)

- Deliver the Council's statutory licensing and registration functions for markets, shop fronts and street trading, ensuring full compliance with all relevant legislation.
- Process, issue and renew licences accurately and within agreed timescales, maintaining complete and auditable digital records.
- Provide professional, customer-focused advice to applicants, traders and residents on licensing procedures, fees and compliance obligations.
- Manage and reconcile licence payments; monitor arrears and work collaboratively with finance colleagues to recover outstanding debts.
- Prepare and present documentation for the Officer Licensing Panel, including minute-taking and issuing decision letters.
- Support enforcement and compliance activity by maintaining accurate data on trader certification, insurance and enforcement outcomes.
- Compile management information on occupancy, income and commodities for reporting and performance monitoring.
- Provide administrative and HR support across the Markets service, including recruitment coordination, sickness and leave monitoring, and Health & Safety record-keeping.
- Contribute to internal audits, risk reviews and service improvement projects to sustain the Markets Service's reputation for operational excellence.
- Work flexibly across market sites including weekends and public holidays to process payments and assist operational officers as required.

Social & Digital Media (Approx. 40%)

- Plan, create and deliver engaging content across Facebook, Instagram, TikTok and emerging platforms to promote Hackney's markets, traders and events.
- Collaborate with the Strategy, Policy & Digital Development Manager to implement data-led campaigns that increase footfall, applications and brand awareness.
- Manage the service's day-to-day digital presence, responding to engagement and escalating reputational risks promptly.

- Build and maintain relationships with local influencers, traders and community networks to amplify reach and showcase inclusion.
- Provide mentoring and training to traders to help them build digital marketing confidence and skills.
- Produce monthly analytics reports with actionable insights and recommendations for service improvement.
- Support borough-wide campaigns such as climate action, cost-of-living support and local economy recovery, aligning messaging and design with corporate standards.
- Ensure all digital content meets accessibility (WCAG 2.1) and equalities standards and reflects Hackney's inclusive values.

Performance Measures

- Compliance with statutory licensing deadlines and audit requirements.
- Accuracy and timeliness of financial reconciliation and reporting.
- Year-on-year growth in trader and community engagement across digital channels.
- Positive customer satisfaction and reduced complaint escalations.
- Contribution to service-wide objectives on occupancy, income generation and reputation.

Person Specification

Experience, Skills & Attributes

- Experience providing administrative or licensing support within a complex, customer-facing environment.
- Proven ability to manage dual administrative and communications responsibilities, balancing statutory compliance with creative engagement activity.
- Strong written and verbal communication skills and the ability to tailor tone and style to varied audiences.
- Highly organised, with excellent time-management skills and the ability to meet competing deadlines.

- Competent using Microsoft Office, Google Workspace and social media management tools (e.g. Meta Business Suite, Canva).
- Understanding of local government or regulatory frameworks (desirable).
- Experience producing digital content (copy, photo, video) for community, retail or public-sector audiences.
- Numeracy skills for accurate reconciliation and data reporting.
- Flexible and willing to work weekends, evenings and public holidays.
- Demonstrates professionalism, customer focus, and commitment to diversity, equality and inclusion.

Other Requirements

All employees are expected to adhere to the Council's Diversity & Equality, Health & Safety, and Data Protection policies.