

Job title	Digital Executive
Reports to	Marketing Manager
Hours of work	22.5 hours per week ideally split across 5 days.
Salary	SCP 24 - 28, £34,314- £37,938 FTE dependent on experience. Plus Local Government Pension Scheme
Location	Home based with occasional travel to our head office in Taunton and to SLCC events

Purpose of the Role

- **Enhance Digital Presence:** Lead and implement the development of a cohesive digital presence for the Society of Local Council Clerks (SLCC), the Local Council Consultancy (LCC) and any other SLCC brands, focusing on brand consistency and engaging content across all platforms.
- **AI Integration and Digital Strategy:** Guide SLCC and LCC's transition into AI-enhanced content and processes, implementing AI tools to streamline digital content creation and distribution.
- **Content Creation:** Develop and maintain high-quality content across digital platforms.
- **Digital Campaigns and Member Engagement:** Drive digital campaigns to boost member engagement such as Local Council Clerk Week and other SLCC initiatives/events, working closely with the marketing and events and education team
- **SEO and Analytics:** Implement SEO best practices and analyse key metrics to optimise content and enhance user engagement.
- **Social Media and Brand Consistency:** Oversee social media content and maintain brand standards across all digital channels.
- **Compliance and Quality Assurance:** Ensure content meets data privacy, copyright, and quality standards, keeping content accurate, consistent, and compliant.
- **Project and Stakeholder Management:** Coordinate with internal teams to align content with strategic goals, managing multiple projects effectively in a fast-paced environment.

Key Duties & Responsibilities

- **Content Management and Updates:** Manage and update the websites and SLCC app with current, relevant content, including webinars, events, and agendas, ensuring information is accurate and timely.
- **Search Engine Optimisation (SEO):** Implement SEO best practices to enhance content visibility and organic traffic.
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- **Analytics:** Utilise analytics tools to track, analyse, and report on key performance metrics and user engagement.
- **Content Creation:** Produce high-quality visual and multimedia content for the website, social media, newsletters, and app.
- **Multimedia Production:** Work with the eLearning & Virtual Training Officer to design and create animations, surveys, and interactive elements using tools like Articulate 360, Adobe Captivate or similar package.
- **Content Curation:** Work with the marketing team to curate relevant content from internal and external sources for members and the audience.
- **Brand Management:** Ensure all content aligns with SLCC's and LCC's brand voice and guidelines working with the Marketing Manager and Communications Officer
- **Content Strategy:** work with the Marketing Manager to develop and implement digital content strategies that support SLCC's and LCC's goals, including AI integration.
- **Digital Platform Management:** Manage and update the website and app with current content, including webinars, events, and agendas.
- **Social Media Oversight:** Manage social media channels with a focus on content creation, audience engagement, and community management. Continuously monitor and evaluate the most effective platforms to optimise performance.
- **Member Engagement:** Work with the marketing team to develop targeted communication campaigns and digital experiences to engage and retain members.
- **Compliance:** Ensure all digital content complies with relevant laws, regulations, and industry standards.
- **AI Integration:** Identify and implement AI tools to enhance digital content creation and distribution.
- **General Office Tasks:** Assist with general office-related tasks as required
- Undertake duties and activities as may be reasonably requested of you as an Officer of the SLCC

Person Specification		
Experience	E	D
Bachelor's degree in Marketing, Digital Media, Communications, or a related field, or a CIM qualification (or equivalent)		X
Proven track record in digital content creation and strategy	X	
Experience with SEO best practices and analytics tools	X	
Experience of managing social media platforms	X	
Background in brand management and guideline implementation	X	
History of creating engaging digital experiences for diverse audiences	X	
Familiarity with content management systems (such as Wordpress) and website and app updates	X	
Experience in creating and curating multimedia content and graphic design	X	
Knowledge of AI tools and their application	X	
Experience with digital compliance and quality assurance processes	X	
Track record of successful digital campaigns and initiatives	X	
Experience in analysing and reporting on digital performance metrics	X	
Skills	E	D
Web analytics and data interpretation (GA)	X	
Multitasking and prioritisation	X	
Attention to detail	X	
Team player	X	
Graphic design and multimedia production	X	
Adaptability, flexibility and time management	X	
Excellent written and verbal communication skills	X	
Interpersonal and collaboration skills	X	
A can-do attitude	X	
Up-to-date with industry best practice and share insights internally, ensuring compliance with legal (including GDPR) and web accessibility standards	X	

E – essential, D - desirable