



JOB PROFILE

Post Title:	Digital Media and Marketing Officer
Portfolio:	Central Support Services
Responsible to:	Senior Digital Media and Marketing Officer
Responsible for:	No direct reports
Grade:	Band E

Job Purpose

You will work under the direction of the Senior Digital Media and Marketing Officer to improve the lives of all within our community and help the island thrive by monitoring and coordinating St Helena Government's (SHG's) online presence across all digital channels. This will include managing the SHG and Tourism websites and official social media accounts, as well as planning digital campaigns and developing, implementing, tracking and reporting on digital performance. This role works across the breadth of the Communications Hub's activities, and the entirety of SHG.

Main Duties and Responsibilities

1. Ensure SHG's digital presence is up to date and reflective of current initiatives and activities, identifying innovative ways to enhance the SHG and 'Destination St Helena's' digital footprint.
2. Enhance, develop and maintain SHG's social media presence and online brand.
3. In liaison with the Senior Digital and Marketing Officer, coordinate the management of the Public Service and Destination St Helena's digital platforms, including but not limited to the SHG and Tourism websites and official social media accounts.
4. Undertake professional content creation for a wide range of activities, including strong written content, graphic design, photography and video production. This will include a wide range of activities, including local and international media publications, website, social media and signage. Ensure that these documents and materials are current and an accurate reflection of Destination St Helena and desired messaging. Work closely with personnel across SHG to secure relevant information and assets necessary for creating quality materials.
5. Assist in reviewing and implementing the content calendar across brands and platforms
6. Assist with in-person, virtual and overseas events including creating and preparing promotional materials, video and audio production, liaising with partners and companies, organising and operating local events.
7. Provide cross-portfolio support to market opportunities, projects and partnerships.
8. Contribute to the development, implementation and management of the Digital Marketing Plan. Identify and develop new growth strategies and suggest activities for improving the quality of our online content.



JOB PROFILE

9. Plan and execute digital activities including Search Engine Optimisation (SEO), marketing database, email, social media and digital promotion campaigns.
 10. Measure and report performance of promotional activities. Support the tracking of engagement across digital platforms, including metrics that may affect website traffic and target audiences.
 11. Help grow the influence of the Destination St Helena brand while also increasing brand loyalty and awareness. Proactively analyse and provide advice to the Brand Manager and Senior Marketing Manager on promotional opportunities and campaigns.
 12. Maintain SHG's marketing webpages, including on the SHG website and intranet, ensuring they are a useful and up-to-date resource which adds value to the public and private sectors and increase awareness about their function.
 13. Work closely and proactively with Communications Hub team members and colleagues from other portfolios to ensure that all material output is correctly and consistently reflected across all digital channels. This includes working closely with the Brand Manager to ensure the SHG brand and Destination St Helena brand is reflected and enhanced across all digital channels.
-
14. Consistently monitor all SHG's digital presence, including channels not directly managed by the Communications Hub, to ensure they reflect SHG values and branding, are professional, grammatically correct, up-to-date, accurate, and are aligned with digital plans and strategies.
 15. Work closely with contracted parties such as multimedia producers, the local private sector and PR companies on the marketing and public relations of St Helena. This will be in liaison with the Brand Manager and Destination Marketing Officer.
 16. Handle digital media and marketing enquiry emails from a wide variety of persons including media professionals, photographers and members of the local private sector. Distribute relevant information to stakeholders, partners and media as needed.
 17. Provide excellent customer service to internal and external stakeholders, in line with the brand.
 18. Take responsibility for own development and help others acquire skills and experience. Stay up-to-date with the latest technology and digital communication best practices.
 19. Work under the direction of the Senior Digital Media and Marketing Officer, and deputise for them as and when required.



JOB PROFILE

Special Conditions

There are no special conditions associated with this role.

However, for the proper performance of the responsibilities this post will not be limited to normal working hours, the post holder will, in response to the demands of the post, be required to work out of normal working hours.

This job profile is not an exhaustive list of duties and responsibilities. There may be other ad hoc duties that fall within the remit of the role that the job holder may need to complete. In addition, the job holder will be required to carry out any other reasonable duties as requested which are commensurate with the grading and level of responsibility for the role.

Core Competency Framework

Competency	Level
Professional Development: Required Professional Competency standards met.	ii



JOB PROFILE

<p>Planning & Delivery of Work: Plans and organises work to meet individual, team and directorate/departmental objectives whilst achieving quality and value for money. Recognises good performance and tackles poor performance. Ensures delivery against plan. Identifies information needs and ensures they are delivered in a timely and effective manner.</p>	iii
<p>Analysis and use of Information: Identifies and uses various sources of evidence to support outputs. Uses evidence to evaluate policies, projects and programmes. Works confidently with data before making decisions: e.g. interpret trends, issues and risks. Establishes underlying causes of problem. Considers options before deciding solution.</p>	iii
<p>Decision Making: Solves problems that have significant short-term implications for the organisation.</p>	iii



JOB PROFILE

Assesses the impact of decisions. Identifies causes rather than just symptoms to inform solutions. Uses trends and patterns in information for evidence based decisions. Confident in making decisions within policy guidelines. Assembles available knowledge to ensure evidence based decisions.	
Working with Others: Informs, consults and influences others using a range of communication mechanisms. Engages with others to gather information. Shares and implements good practice with others. Works with senior management and other stakeholders.	iii
Communication: Varies language and content to ensure understanding of audience. Facilitates understanding by explanation and example. Highlights key points for summary from detailed and complex documents.	iv
Influencing and Persuading: Encourages and provides constructive feedback to improve performance. Ensures alternative approaches to work are effective in meeting the organisation and individual needs. Remains constructive when disagreeing or challenging. Challenges inappropriate employee behaviours.	iii
Dealing with Change: Encourages employees to embrace and contribute to change. Presents the business need for change and can focus others on the positive aspects. Enables others to implement change. Anticipates obstacles to change.	iv
Continuous Improvement: Can describe what the future looks like in terms of service improvements and modernisation. Motivate others to improve and develop their performance. Constructively challenges existing strategies. Sets SMART objectives for teams and evaluates them.	iv
Managing Resources: Ensures appropriate resources and levels of capability to deliver to plan. Uses management information to monitor/control resources. Supports initiatives for new and more efficient use of resources. Gains respect and credibility from team members through effective delegation, coaching and development.	iv



PERSON SPECIFICATION

Criteria	Essential / Desirable	Application Form	Selection Process
Qualifications:			
Bachelor's Degree in Digital Media, Digital Marketing or a related field or equivalent level of demonstrable attainment or experience	E	√	
Certificate in Digital Marketing, Website Development/ Optimisation or equivalent level of demonstrable attainment or experience	E	√	
Project or Programme Management Qualification (Prince2, MSP, Agile) or equivalent level of demonstrable attainment or experience	D	√	
A drivers license class A	D	√	
Knowledge & Experience:			
In-depth knowledge and experience of digital development or digital marketing	E	√	√
Experience of implementing and managing a Digital Marketing Plan	E		√
Graphic/Digital Design Experience	E	√	√
Experience of photography and video production	E	√	√
Advanced Social Media development/ campaign experience	E		√
Experience of using Microsoft Office, Adobe Creative Suite (including InDesign and Illustrator), and web design software e.g. WordPress proficiently	E		√
Experience in marketing related programs, such as Metricool, Hootsuite, Conversocial, Monster Insights etc.	E		√
Knowledge of developing and implementing tourism strategies	D	√	
Experience of implementing paid/organic digital campaigns	E	√	√
Skills and Abilities:			
Excellent verbal, written and presentation skills, including the ability to explain complex ideas and engage people	E	√	√
The ability to define and use analytics to support decision making	E		√
Able to use professional judgement and diplomacy to make decisions	E		√



PERSON SPECIFICATION

Confident in using ICT systems relevant to role, including Management Information SystemsMS Office, Word Press and Meta	E		√
---	---	--	---



PERSON SPECIFICATION

Able to plan, manage and review tasks for team members	E		√
Strong interpersonal skills including motivational, negotiating, influencing and relationship building	E		√
Excellent time management and planning and organisation skills	E		√
The ability to be creative and identify improvements and anticipate and respond to change	E		√
Proficient at assessing problems and determining the most appropriate action	E		√
Is approachable and confident in developing team members to acquire skills and experience	E		√
Other:			
Willingness to work flexibly – some out of normal working hours work may be required.	E		√
Committed to safeguarding and promoting the welfare of children, young people and vulnerable adults.	E		√
Contribute to a positive working environment ensuring commitment to equality and diversity.	E		√

Our Values

FAIRNESS

We act as role models and have fair and consistent standards. We champion equality, inclusion and respect.

INTEGRITY

We communicate openly and we are honest, accountable and ethical.

TEAMWORK

We work together and we support each other.

Professional or Career Progression Cadre Competency Framework

Not applicable.