



JOB PROFILE

Post Title:	Senior Digital Media and Marketing Officer
Portfolio:	Central Support Services
Responsible to:	Head of Communications
Responsible for:	Digital Media and Marketing Officer
Grade:	Band E

Job Purpose

To improve the lives of all within our community and help the island thrive by overseeing St Helena Government's online presence across all digital channels. This will include monitoring and managing the Government Website 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 St Helena Government.

Main Duties and Responsibilities

1. Ensure St Helena Government's (SHG) digital presence is up to date and reflective of current initiatives and activities, identifying innovative ways to enhance the SHG and 'Brand St Helena' digital footprint.
2. Enhance, develop and maintain SHG's social media presence and online brand.
3. Oversee the management of all of the Public Service and Brand St Helena's digital platforms, including the government website, tourism website and official social media accounts related to these. Provide strategic direction to SHGs other social media channels which are managed within portfolios. Plan, develop and implement a Social Media Strategy and associated guidance / policy.
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, social media and signage. Ensure that these documents and materials are current and an accurate reflection of Brand St Helena and desired messaging. Work closely with personnel across SHG to secure relevant information and assets necessary for creating quality materials.
5. Assist with coordination and management of 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.
6. Plan, develop, implement and manage the Digital Marketing Plan. Identify and develop new



JOB PROFILE

growth strategies, and activities for improving the quality of our online content.

7. Plan and execute digital activities including Search Engine Optimisation (SEO), marketing database, email, social media and digital promotion campaigns.
8. Measure and report performance of engagement across digital platforms, including evaluating important metrics that may affect website traffic and target audiences.
9. Help grow the influence of Brand St Helena while also increasing brand loyalty and awareness. Proactively analyse and provide advice to the Brand Manager and Head of Marketing on promotional opportunities and campaigns.
10. 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 Brand St Helena is enhanced across all digital channels.



JOB PROFILE

11. Consistently monitor all SHG 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 and accurate, and are aligned with digital plans and strategies.
12. 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.
13. 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.
14. Deputise for the Head of Communications if required.
15. Undertake all people management activities, such as absence management, managing conduct, conflict resolution, conducting appraisals etc. and completing Manager Self Service (HR21) processes as required.
16. Provide leadership, management and development to support team members to perform their roles competently and achieve team objectives or targets.

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 postholder 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

Planning & Delivery of Work: Ensures appropriate resources and levels of capability to deliver to plan. Promotes and enforces appropriate organisational rules and procedures. Leads by example in managing business relationships.	iv
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.	iii
Decision Making: Solves problems that have significant short-term implications for the organisation.	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: Keeps up to date with developments that affect SHG and anticipates what may affect it in the future. Creates an environment which allows people to improve the way they work. Creates an environment where employees and colleagues work to improve the way things are done.	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	√	
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 Hootsuite, Conversocial, Monster Insights etc.	E		√
Knowledge of developing and implementing tourism strategies	D	√	
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 Systems and MS Office	E		√
Able to plan, manage and review tasks for team members	E		√
Strong interpersonal skills including motivational, negotiating, influencing and relationship building	E		√



PERSON SPECIFICATION

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 evening 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.