



Job Description

Post Title	Content Producer and Social Media Manager
Team	Communications and External Affairs
Reports to	Head of Corporate and Strategic Communications

Purpose of the Role

Reporting to the Head of Corporate and Strategic Communications and collaborating closely with the other members of this small team, you will play a pivotal role in developing and executing our digital engagement work. Your responsibilities will encompass hands-on production of content such as videos, animations, and simple infographics, as well as designing and delivering the DA's social media content plan.

As a relatively new team, you will drive innovation to ensure the Delivery Authority is using the most up-to-date communications techniques, as well as setting the highest professional standards.

Key Accountabilities and Responsibilities

Content

- Lead on the creation of compelling and informative multimedia content, e.g. video, animation, graphics, audio.
- Capture and produce a range of engaging multimedia content and copy, drawing on expert voices from across the Delivery Authority.
- Plan, script, direct and edit video (and photography) shoots across the UK.
- Maintain a content calendar for all owned channels, working closely with the Head of Corporate and Strategic Communications to ensure relevant input into the Delivery Authority's communications grid.

Social media

- Plan and deliver social media campaigns.
- Drive innovation and test-and-learn in our approach to digital communications across all R&R social channels, initiating and evaluating new approaches.
- Ensure monitoring and risk management processes are in place and being followed across all social media channels.
- Track video metrics and key performance indicators, such as the number of views, likes, shares, and conversions. Use analytics and evaluation to refine and improve content whilst ensuring accessibility for users.
- Review and contribute to the Delivery Authority's social media policy to ensure it is fit for purpose for both internal and external stakeholders.

Key Stakeholders and Relationships



- The Content Producer and Social Media Manager will report to the Head of Corporate and Strategic Communications and will have strong relationships with all members of the Communications and External Affairs team, including:
 - Directors of Communication and External Affairs
 - Corporate Communications and Brand Manager
 - Communications Officer
- Chief Executive, Directors and senior professionals of both the Delivery Authority and the Client Team
- Colleagues throughout the Delivery Authority.
- Deputy Director of Communications – R&R and Programmes (Restoration and Renewal Client Team / House of Lords) and their team.
- Media and press offices in both Houses of Parliament.
- Social media leads for UK Parliament, House of Lords and House of Commons channels.

Qualifications, Skills and Experience

Essential

- Demonstrable experience of working in communications, public relations, journalism, digital content, or a related field.
- Successful track record of social media delivery in highly dynamic and politically sensitive environments.
- Evidence of producing engaging and impactful content and channel placement within a complex communications environment - including message-testing, using forward looks, planners and other systematic methods to ensure deadlines are managed and met.
- Strong reputation management, creativity and storytelling skills.
- Experience in creating and managing the delivery of high profile social-first digital communications for X/Twitter, Facebook, Instagram, LinkedIn and YouTube.
- A proven history creating multimedia content (e.g. video, photography, graphics, animations) with a creative portfolio to evidence work delivered.
- Confident user of DSLR cameras and lenses and editing packages.
- Experience in Adobe suite workflow (e.g. InDesign, After Effects, Illustrator and Premiere Pro) and other graphic design software (e.g. Canva).
- Ability to use self-shoot video cameras effectively, including equipment set up, framing, lighting, talent direction and sound recording.
- Experience making data-driven decisions based on content performance metrics
Experience of insights, evaluation and metrics reporting to senior audiences.
- Excellent knowledge of how the communications discipline is evolving in the digital era and an ability to use this intelligence to continually improve what we do.
- Excellent written and verbal skills and strong attention to detail.
- Strong organisation and general project management skills and an ability to work flexibly on multiple tasks and effectively prioritise.

Desirable



HOUSES OF PARLIAMENT
R&R DELIVERY AUTHORITY

- Experience of working in a construction industry or major projects environment.
- An understanding of the work of the Houses of Parliament.
- Experience of website management and broader digital skills.