



HOUSE OF COMMONS

JOB DESCRIPTION



Supporting a thriving parliamentary democracy

Job title:	Social Media Officer
Campaign Type:	Concurrent
Payband:	C
Pay range:	£25,654 - £29,771 (<i>Appointment will normally be made at the minimum of the pay range</i>)
Team:	Chamber and Committees
Section:	Committee Office (Web and Publications Unit)
Reports to:	Digital Engagement Manager
Number of posts:	1
Hours:	36 per week
Contract type/ duration:	Fixed term for 12 months (with the possibility of extension and/or permanency)
Issue date:	02/11/2018
Closing date:	18/11/2018 at 23:55

The House of Commons

The House of Commons and the iconic Palace of Westminster are key elements of the UK's "Mother of all Parliaments". Around 2,500 staff work behind the scenes at the House of Commons, supporting the democratic process in many different ways. We are politically impartial and take great pride in the vision and values which guide our work.

It takes a huge range of skills and experience to keep the House of Commons running, and we all contribute to supporting a thriving parliamentary democracy.

Team information

The House of Commons Chamber and Committees Team supports the business of the House and its Committees, providing procedural services and advice, general and secretariat services to select committees, reporting and broadcasting services, security and support for international relations.

This post is located in the Web and Publications Unit (WPU) for the Committee Office, which sits within the Chamber and Committees Team. The WPU support select committees through production of their reports, and creation of social media and other online content throughout inquiries.

Job introduction

Social Media Officers' role is to help committees engage the public and specialist groups through digital communications platforms.

They work closely with several select committees to advise on social media strategy, create engaging content, and provide analysis. Each Social Media Officer is assigned a group of

committees to work on, covering subject areas such as women and equalities, education, the environment, and human rights.

Using their up to date knowledge of digital channels and trends, they prepare and implement social media strategies to support and inform committee inquiries. This may involve producing graphics, shooting videos, building surveys and partnering with third parties – all of which will include training and support from a friendly and vibrant team.

Key stakeholder relationships

- MPs on committees
- Committee staff
- Parliamentary Digital Service
- Media and Communications Service
- Digital Outreach
- Print Services
- Broadcasting

Management responsibility

None

Location

This post will be located on the Parliamentary Estate, Westminster, London.

Security

Successful candidates will be required to complete pre-employment checks. This includes security vetting to Counter Terrorist Check (CTC) level unless otherwise specified. All successful candidates are required to pass these checks before an offer can be confirmed.

Applicants should be aware that if they have resided outside of the UK for a total of more than two of the last five years they are not usually eligible for vetting (but we assess each case individually).

Hours

Consideration will be given to candidates who wish to work part-time or as part of a job share. If you are selected for interview please inform the panel of the days/hours you are available to work.

Bands A–E Positions

Net conditioned full-time working hours for staff of the House are usually 36 per week. This excludes daily meal breaks of one hour.

The exact daily times of attendance will be agreed with line management.

For further information:

Candidates should refer to the House of Commons careers website www.careers-houseofcommons.org or contact Recruitment@parliament.uk or 020 7219 6011.

Application and selection process

We will conduct a sift based on the criteria set out in the skills and experience section and successful candidates will be invited to attend a competency based interview. Please note candidates may be invited to complete a test before being progressed to interview stage.

The House of Commons wishes to attract candidates from as wide a range of backgrounds as possible. While you may feel that you do not have direct experience of all the types of work described, your particular experiences may be highly relevant if they have given you the capacity to develop these skills. If appointed, you will be supported in developing the particular skills and knowledge that are required for this job.

Key responsibilities for the role

Account Management

- Act as the contact point for several committees on all things social media, developing and disseminating best practice and building and maintaining relationships with senior colleagues across the committee office;
- Organise a busy workload effectively to forward plan and deliver content to agreed deadlines, while working under pressure;

Strategy

- At the beginning of committee inquiries, collaboratively develop social media strategies for committees that will support engagement with specialist groups and the public, that are mindful of risk and the reputation of the House of Commons;
- Advise committees on how to hear from the public, including through surveys, forums on the parliament website, and third party forums;
- Develop and implement effective ways of using social media throughout all aspects of committee work;
- Work with committee chairs to amplify the messaging of committee activity through their own social media channels;
- Explore new ideas and digital channels for committees to communicate with audiences and stakeholders;

Content production

- Produce innovative content for the committee website and social media channels;
- Develop and produce audio-visual content to support and nurture engagement, including designing graphics and shooting and editing videos (for which training will be provided);
- Have an understanding of the use of photography in the social media context with an ability to edit images and create optimised versions for the web;

Analysis

- Support, analyse, evaluate and improve committee digital engagement campaigns, utilising Twitter Analytics, Facebook Insights and social listening software;
- Producing monthly reports for committee accounts which clearly explain performance and provide recommendations;

Any other reasonable duties appropriate to post and grade, as agreed with the line manager.

Qualifications:

There are no mandatory qualifications for this role.

SKILLS AND EXPERIENCE	APPLICATION FORM	TEST / EXERCISE	INTERVIEW
CRITERIA 1 (Essential) – Written communication Excellent written communication skills and a demonstrable ability to confidently simplify complex issues accurately, and write inclusively for different audiences.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
CRITERIA 2 (Essential) – Graphic Design skills Good graphic design skills, with the ability to use Adobe Illustrator to design bespoke graphics for a range of social media campaigns, adapting tone, colour and style as necessary while maintaining a strong brand identity.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CRITERIA 3 (Essential) – Social Media campaigns Knowledge and experience of running social media campaigns and creating online content that follows best practice, with a sound understanding of social media.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
CRITERIA 4 (Essential)– Organisation Strong organisational and planning skills, ability to organise own workload to achieve demanding deadlines by thoughtful planning.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
CRITERIA 5 (Essential)– Interpersonal skills Good interpersonal skills, with the ability to handle difficult situation confidently, professionally and persuasively, using tact and discretion, whilst upholding a commitment to equality, diversity and inclusion.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CRITERIA 6 (Desirable) - Parliamentary knowledge Knowledge of Government and Parliament, including the role of select committees.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
CRITERIA 7 (Desirable) – Data analysis Knowledge and/or experience of gathering and analysing data, understanding metrics and interpreting the performance of individual pieces of content.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>