



Role profile

Senior Creative Content Manager

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Civil Service Grade: Senior Executive Officer (SEO)	Salary Minimum: £38,654-£42,466	Contract Type: Permanent
Job Type(s): Digital Communications/Marketing, Press Relations	Civil Service Profession: Communication	DfT Directorate: Group Communications
Location(s): London Leeds Birmingham	Reporting to Job Title: Head of Content and Social Media	

Job description

Job summary

The Department for Transport (DfT) has a wide and varied agenda ranging from large infrastructure projects such as HS2 through to shaping future transport innovations such as drones and driverless cars.

We're looking for a Senior Creative Content Manager to join our fast-paced digital content team to innovate and drive our creative content forward. Helping us to tell engaging stories in powerful ways on new and existing social media channels.

Working closely with special advisors, communications, and policy colleagues, you will plan, script, and support the development of innovative, video, and photo content for social media channels. You will build effective relationships with stakeholders and influencers to optimise digital engagement and boost content performance. You will have experience of using insight to assess the effectiveness of content, drawing conclusions to improve digital communication and the user experience.

The job holder will be expected to demonstrate the appropriate level of experience that would enable them to line manage an IO Officer, while effectively project managing the delivery of high-quality content, and looking for new ways to engage our existing and new audiences.

This is a dynamic role, which sits within the wider Digital, Content and Publishing Team that reports into the Head of Content and Social Media.

Duties and responsibilities

- Project manage the delivery of innovative, high-quality visual content for different distribution channels
- Work closely with the media team, planning content to support announcements, and identifying positive news stories for Ministers to share on their channels
- Accompany Ministers on visits, and proactively recommend filming opportunities, which you and your team will develop at pace, into high quality content for channels
- Draw on knowledge of emerging trends in digital and social media and apply this knowledge to content ideas, being alert to emerging issues which might impact or benefit this work
- Develop effective digital plans to support communication campaigns, working closely with other departments and digital leads as needed
- Build effective relationships with colleagues, stakeholders, and influencers to optimise digital engagement
- Use insight gained to assess the effectiveness of content used on social/digital media channels and to recognise patterns and trends, drawing key conclusions to help improve the impact of our digital communication
- Champion digital engagement and social media, sharing expertise to build capability across communication teams and the wider Department

We would also be keen to hear from candidates who:

- Have experience in growing and developing new social media channels
- A passion for developing succinct and engaging editorial copy for social media
- Experience in using insight to develop an understanding of audiences and the type of content they will engage with
- Proven experience of developing channels and content strategies that have been successfully embedded within teams
- Passion for and experience of developing videos, animations, and graphics

Person specification

Behaviours

Communicating and Influencing

- Communicate in a straightforward honest and engaging manner choosing appropriate styles to maximise understanding and impact.
- Ensure communication has a clear purpose and takes into account people's individual needs
- Show positivity and enthusiasm towards work, encouraging others to the same

Delivering at Pace

- Promote a culture of following the appropriate procedures to ensure results are achieved on time whilst still enabling innovation
- Ensure the most appropriate resources are available for colleagues to use to do their job effectively
- Regularly monitor your own and team's work against milestones ensuring individual needs are considered when setting tasks
- Act promptly to reassess workloads and priorities when there are conflicting demands to maintain performance

- Show a positive approach to keeping the whole team’s efforts focused on the top priorities

Seeing the Big Picture

- Remain alert to emerging issues and trends which might impact your work area
- Understand how the strategies and activities of the team create value and meet the diverse needs of all stakeholders
- Seek out and share experiences to develop knowledge of the team’s business area

[More information about Behaviours](#)

The job holder will be expected to demonstrate the appropriate level of experience that would enable them to line manage an IO Digital Content Officer, while effectively project managing the delivery of high-quality content, and looking for new ways to engage our existing and new audiences.

Experience

- Experience of project managing and developing high-quality, innovative content to tight deadlines using Adobe suite, in particular Premiere Pro, After Effects and Illustrator
- Ability to work at pace, respond quickly, flexibly, and imaginatively to events and prioritise under pressure juggling both immediate and long-term projects based on conflicting demands
- Experience and understanding of monitoring, analysing and evaluating digital content success and using insight to inform future content development and distribution

[More information about Experience](#)

Technical

Ability to meet [Government Communication Professional Competency Framework](#) (SIO – Civil Service Level 3) as part of [GCS Career Framework](#):

- **Insight:** Use analytical tools and techniques to identify key online influencers and links between partner groups to better target digital communication
- **Ideas:** Develop innovative digital communication strategies. Draw on knowledge of emerging trends in digital services and social media and apply this knowledge when developing content and channels
- **Implementation:** Manage online events including podcast, live chats, broadcasts, blogs and Tweets. Edit, revise, and optimise copy and content according to latest search engine optimisation best practice, for use/re-use in digital channels
- **Impact:** Assess the effectiveness of digital communication. Use the results of user feedback, tests/pilots, and effectiveness indicators to improve digital communication and the user experience

[More information about Technical](#)

Other helpful information you need to know

Level of security clearance:	Working Pattern:	Contact Information:
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Baseline Personnel Security Standard (BPSS)	Full-time; Part-time; Job share; Flexible working	Sophia Moor Sophia.Moor@dft.gov.uk 07970 317775
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Candidates that are unsuccessful at interview stage will automatically be added to a merit list if they meet the minimum success criteria for this role.

As part of your interview we would like for you to bring along any examples of previous work you may feel is relevant. Please note that this element will not be scored or marked against as part of the assessment.