

JOB SPECIFICATION

Job Title: Digital Communications Officer

Department: Press Office, No.6 Convent Place

Responsible to: Chief Secretary

The main duties and responsibilities of the post are:

The Digital Communications Officer will play a pivotal role in shaping and expanding the Government of Gibraltar's digital ecosystem. Working within the Press Office, the holder of this post will be responsible for managing the Government's official digital channels, handling website updates, developing new platforms for communication, responding to the public via social media, creating engaging content and ensuring the Government's messaging is accessible, timely, and visually effective.

The main duties and responsibilities of the post can include the following:

DIGITAL INFRASTRUCTURE & ECOSYSTEM

- Audit, streamline, and manage existing Government messaging groups, channels, and social media profiles.
- Develop and roll out new digital platforms, tools, or forums that enhance communication with the public.
- Liaise with departments to ensure consistent use of messaging tools and digital platforms.

WEBSITE MANAGEMENT

- Maintain and update the official Government of Gibraltar website to ensure it is accurate, timely, and user-friendly.
- Coordinate with departments to regularly upload press releases, notices, policy documents, and multimedia content.
- Monitor site performance and oversee improvements to accessibility and functionality.

SOCIAL MEDIA MANAGEMENT

- Lead day-to-day management of official social media accounts (e.g., Facebook, Twitter/X, Instagram, Tik Tok, LinkedIn, YouTube).
- Monitor digital channels and respond in a timely and appropriate manner to public queries or comments.
- Escalate issues as needed to senior officials and support the Government's reputation management efforts.

CONTENT CREATION & DIGITAL MARKETING

- Proactively plan and execute digital campaigns to support government priorities, policies, and initiatives.
- Write, edit, and design targeted creative content for use across digital platforms (e.g., graphics, short videos, infographics, animations, and stories).
- Work with photographers, videographers, and other creatives where needed to enhance production value.

GRAPHIC DESIGN & VISUAL COMMUNICATIONS

- Design on-brand visual materials for use across social media, web, and print.
- Maintain a consistent visual identity across Government channels.
- Prepare materials for rapid distribution during public events, crises, or major announcements.

OTHER

- Undertake duties as Chairperson or Member for selection boards, disciplinary boards and investigations, whenever the occasion arises, and all the responsibilities this involves.
- Carry out the duty of Chairman or Member of any board or statutory committee as appointed by a Minister or the Government, if applicable.
- Substitute for the higher grade as and when required.
- Willingness to engage in foreign travel necessitating short periods away from Gibraltar, if required.
- Carry out any other duties appropriate to the grade, as directed by the Head of Department.

DIGITAL COMMUNICATIONS OFFICER – PERSON SPECIFICATION

Criteria	Essential	Desirable
Qualifications	<p>In possession of 2 GCSE (or GCE 'O' Level) passes at A, B or C grade, or 2 CSE's at grade 1, one of which must be English Language.</p>	<p>In possession of 5 GCSE (or GCE 'O' Level) passes at A, B or C grade, or 5 CSE's grade 1, two of which must be English Language and Mathematics.</p> <p>Accredited qualification or working towards a qualification in Management or in a related field.</p> <p>Chartered Institute of Professional Development (CIPD) Certificates on the following courses, or equivalents, as offered by the Department of Personnel and Development as part of its Management Training Programme:</p> <ul style="list-style-type: none"> • Essential People Skills for the Manager • Management Interpersonal Skills • Developing the Strategic Manager • Grievance, Discipline & Dismissals
Experience	<p>Experience in digital communications, social media management, or digital marketing.</p> <p>A proven record in working on matters requiring a high level of responsibility and confidentiality.</p> <p>Substantive experience in supervising, leading and managing staff.</p> <p>A broad experience of working at a senior level on administration, budgetary and accounting matters.</p> <p>Experience in the formulation of policy papers, policies, procedures and reports.</p>	<p>Experience in working with different Government Departments, Agencies and Authorities and engaging with Ministers, and senior officials.</p> <p>Relevant experience in the management of Government financial and administrative processes. Relevant experience of Civil Service procedures and in interpreting and applying complex legislation.</p>

Knowledge	<p>Thorough knowledge of Government accounting, Accounting Instructions, Stores Instructions, General Orders, IT Code, Industrial Relations and other Government Regulations, with particular understanding of Chapter 2 in General Orders on Attendance, Conduct and Discipline.</p> <p>A sound knowledge of the Pensions Act.</p>	<p>Fully conversant with Government's Financial and Supply Management accounting applications (P2P, S2C, FSM, etc.)</p>
Key Skills and Behaviours	<p>Demonstrable graphic design skills using tools such as Adobe Creative Suite or Canva.</p> <p>Strong copywriting and editorial skills, particularly for digital audiences.</p> <p>Familiarity with website content management systems.</p> <p>Ability to work quickly and collaboratively under pressure.</p> <p>Understanding of Gibraltar's political and cultural context.</p> <p>High standards of accuracy, reliability, and discretion.</p> <p>Bilingual proficiency (English and Spanish).</p> <p>Have excellent communication skills, both verbal and written.</p> <p>Demonstrate a high standard of leadership and team building qualities including motivating, coaching and mentoring.</p> <p>Possess effective judgement, initiative and ability to make sound decisions.</p> <p>Ability and willingness to speak publicly and deliver presentations/seminars to large groups, including senior officials and Ministers, when required.</p> <p>Ability to plan, organise and</p>	<p>Photo and video production skills.</p> <p>Video editing or animation skills.</p>

<p>Key Skills and Behaviours (Cont.)</p>	<p>prioritise work effectively without close control or intervention by the Senior Officer/Head of Department in order to meet tight deadlines and departmental needs.</p> <p>Excellent analytical and numerical skills and the ability to identify documents, detect errors and omissions.</p> <p>Ability to evaluate and scrutinize documents and detect any possible wide ranging implications.</p> <p>Able to approach a wide range of problems, innovate and develop creative solutions, particularly in respect of complex or sensitive issues.</p> <p>Ability to manage and monitor data to ensure optimum efficiency and performance.</p> <p>Able to use resources to achieve value for money and analyse financial information for decision making at a high level.</p> <p>Able to respond positively to change and possess innovative ability.</p> <p>Willingness to take on responsibility and accountability.</p> <p>Computer literacy in dealing with standard MS Word, MS Excel, data processing, spreadsheets and other communication packages.</p>	
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Other Requirements	<p>Substitute for the higher grade as and when required and undertake any other duties appropriate to the grade, as directed by the Senior Officer/Head of Department.</p> <p>Available to work regularly, as required, after normal working hours.</p>	
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