

Digital Content and Engagement Officer Applicant Recruitment Pack

Sefton is a really great place to live and work



Welcome

Hi,

We would like to thank you for your interest in the Digital Content and Engagement Officer role that will support activity across Sefton's Children's Services, including Best Start Family Hubs and Healthy child Programme, ensuring families, partners and stakeholders can easily access information, services, and support through high-quality digital platforms and channels.

This is an exciting and rewarding opportunity for someone who thrives on being organised, is approachable and wants to be at the heart of a busy and varied working environment.

As a person, if you're someone who enjoys helping others, takes pride in delivering high-quality work, and brings energy, adaptability, and a genuine passion for making a difference, we'd be delighted to hear from you.

The Job Description and Person Specification for this role are included within the job pack. If you have any questions about the vacancy, please refer to the job pack for the appropriate contact details.

If, when you've finishing reading this pack, you like what you see, and Sefton's Vision and Values align to yours then we can't wait to hear from you.

Best of luck!

Andrew Daniels
Communications and Engagement Manager



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About the Borough of Sefton

Sefton is a confident and well-connected Borough, stretching from Bootle in the south to the coastal resort of Southport in the north. Home to more than 275,000 residents, Sefton encompasses a range of vibrant towns and communities, including Bootle, Litherland, Seaforth, Crosby, Formby, Maghull and Southport.

It is a fantastic place to live and work. As the northern-most Borough within the Liverpool City Region, Sefton offers a unique blend of beautiful coastline, countryside, attractive villages, thriving industrial areas and the busy Port of Liverpool.

With 22 miles of stunning coastline, Sefton is a leading coastal destination with a growing visitor economy. It is home to the iconic Antony Gormley *Another Place* installation, expansive beaches and protected sand dunes that support several rare species.

While each town and village has its own distinctive character, it is the people of Sefton who make the Borough truly special, creating diverse, welcoming and energetic communities in which to live, work, invest and visit.

Alongside its miles of golden sands, Sefton offers those who work here access to a world-renowned racecourse, prestigious golf courses, and National Trust nature reserves, ideal places to unwind, explore and enjoy leisure time.

The Borough benefits from excellent transport links, providing easy access to major North West cities including Liverpool and Manchester, and placing the Lake District and North Wales within reach for weekend breaks.

Whether you prefer vibrant town centres, friendly commuter towns, picturesque villages or stunning rural and coastal locations, Sefton offers a place to suit everyone. With house prices and rents typically lower than in neighbouring Liverpool and Manchester, you can enjoy coastal living while still being close to the buzz of city life.



Our Vision and Values

At Sefton Council, our vision is to deliver high-quality services that make a real difference to the lives of our residents, visitors, and communities. Everything we do is guided by a strong set of values that shape how we work and interact:



- **We put people at the heart of what we do** – ensuring our services are responsive, inclusive, and focused on improving lives.
- **We listen, value, and respect each other's views** – fostering a culture of collaboration and mutual respect.
- **We develop a culture of challenge, ownership, innovation, and improvement** – encouraging creativity and continuous development.
- **We are ambassadors for Sefton** – promoting the Borough positively and proudly representing our communities.
- **We are responsive and efficient** – delivering services that are timely, effective, and customer-focused.
- **We are clear about what we can and cannot do** – being transparent and honest in all our communications and actions.

These values underpin our commitment to excellence, inclusivity, and innovation, ensuring that Sefton remains a great place to live, work, and visit.

Our Successes and Key Projects

Sefton Council is proud of its recent achievements and ongoing commitment to delivering high-quality services. Our Adult Social Care services were recently graded Good by the Care Quality Commission (CQC), and our Children's Services also



achieved a Good rating from Ofsted. We have also been shortlisted in the 'Most Improved Council' category at the upcoming LGC awards. These successes reflect the dedication and professionalism of our teams and our focus on continuous improvement.

Alongside these achievements, Sefton Council is actively delivering a range of major capital projects that will transform the Borough and stimulate economic growth. These include the Marine Lake Events Centre in Southport, the Strand Shopping Centre redevelopment in Bootle, and exciting developments such as the Cove Resort and Enterprise Arcade in Southport. We are also proud to support cultural and community initiatives like Salt and Tar, Bootle's vibrant events space, which hosts live music, comedy, and family-friendly activities, bringing people together and boosting the local economy.

These projects form part of our strategic investment programme to attract private sector-led development and create vibrant spaces for residents and visitors. We work closely with local communities to ensure these projects reflect their needs and foster a sense of ownership and pride.

For more information on these projects and to stay updated on progress, visit the Sefton Council website at www.sefton.gov.uk

An Inclusive Workplace

We are committed to fostering an inclusive Council that reflects the diverse communities we serve. Our workforce brings a wide range of experiences and perspectives, and we value an environment where everyone feels respected, supported, and able to reach their full potential.

Sefton is proud to be the first local authority in the Liverpool City Region to achieve **Navajo** accreditation, recognising our commitment to LGBTQ+ inclusion. We are also a Disability Confident employer and continue to build a workforce that represents our communities.

We support several staff networks, including groups for Black and Ethnically Diverse colleagues, LGBTQ+ staff, women, disabled employees, and a Christian Workplace Group.

As an Equal Opportunities Employer, we base recruitment solely on skills, experience, and suitability for the role. All applicants are treated fairly, and we have also recognised 'care experienced' as a protected characteristic within Sefton.



For more information, please refer to our [Equality, Diversity and Inclusion Strategy](#)

Liverpool City Region Fair Employment Charter



Sefton Council is proud to support the Liverpool City Region Combined Authority Fair Employment Charter, an initiative that promotes fair, healthy, inclusive, and just workplaces across the region. The Charter celebrates good employers and encourages the highest standards in employment practice, including fair pay, secure work, opportunities for progression,

strong employee voice, and a commitment to staff wellbeing. By aligning with the Charter, we demonstrate our dedication to providing a fair day's pay for a fair day's work and to fostering an equitable and supportive working environment for all colleagues.

What We Can Offer You

- A supportive and collaborative working environment.
- An agile approach to working.
- Opportunities for professional development and career progression.
- A role where your work makes a real difference across the organisation.
- Flexible working arrangements supporting work-life balance.
- A strong commitment to equality, diversity, and inclusion.

You will benefit from a comprehensive local government employment package which includes the following:



- Competitive salary in line with NJC Local Government Pay Scales.
- Membership of the Local Government Pension Scheme (LGPS), providing a secure, defined benefit pension with employer contributions.

Annual Leave and Work-Life Balance

- Generous annual leave entitlement, 28 days annual leave rising to 33 days with 5 years continuous service.
- Additional public (bank) holidays.
- Flexible working options to support a healthy work-life balance, subject to service needs.
- Option to purchase additional annual leave.

Learning, Development and Career Progression

- A comprehensive induction programme.
- Access to a wide range of training, apprenticeships, learning, and development opportunities.
- Support for professional development and role related qualifications.
- Opportunities to develop your career within a large and diverse local authority.

Health, Wellbeing and Support

- Enhanced sick pay scheme.
- Employee wellbeing initiatives and access to occupational health support.
- Policies that promote physical and mental wellbeing in the workplace.

Family-Friendly and Inclusive Policies

Our family-friendly policies and flexible working arrangements help staff maintain a healthy work-life balance.

- Family friendly policies, including enhanced maternity, paternity, adoption, neonatal care and special leave to support with time off work to deal with issues when life events happen.
- A strong organisational commitment to equality, diversity, and inclusion.
- Reasonable adjustments and support to enable disabled employees to thrive.



Foster Friendly Employer Commitment

Sefton Council is proud to be a *Foster Friendly* organisation as recognised by The Fostering Network. We actively support employees who are foster carers or who are applying to foster by offering flexible working arrangements, paid time off for fostering-related meetings and training, and a workplace culture that recognises the vital role foster carers play in our communities.

This commitment helps ensure carers can balance fostering responsibilities alongside career, and reflects our dedication to supporting children, families, and those who care for them.

Additional Benefits

- Access to salary sacrifice and employee benefit schemes (where applicable).
- Opportunities to contribute to meaningful work that supports local communities.
- A supportive, values led organisational culture.
- Free parking at office bases (dependent upon the work location).

About the Role

This is a really important role for us because it will help us deliver:

- Increased awareness and uptake of Family Hub and Start for Life services.
- Improved digital accessibility and user experience for families in Sefton.
- Stronger engagement with priority groups, including disadvantaged families.
- Consistent, high-quality digital messaging across partners.
- Improved accessibility, usability and user experience across Family Hub digital platforms and information resources.
- Increased use of digital tools, online services and self-service resources by families and partners.

Please see **Appendix A (page 10)** for a full copy of the Job Description and Person Specification.



Top Tips on How to Apply

Submitting a strong application gives you the best chance of progressing to the next stage of the recruitment process. The following guidance applies to all roles and will help you prepare a clear, compelling application:

1. Read the Job Description and Person Specification Thoroughly

- Make sure you understand the key duties, expectations, and essential criteria.
- Use the person specification as your guide when writing your application.

2. Provide Clear Evidence of Your Skills and Experience

- Show *how* you meet the criteria using specific, real examples.
- Consider using the **STAR method** (Situation, Task, Action, Result) to structure your responses.

3. Tailor Your Application

- Avoid generic statements. Focus on experience that directly relates to the role you are applying for.
- Demonstrate how your strengths align with the organisation's values and priorities.

4. Highlight Your Achievements

- Include examples of work you are proud of or significant contributions you have made in previous roles.
- Emphasise impact – improvements, efficiencies, positive outcomes, or innovations.

5. Be Clear About Qualifications and Training

- List all relevant qualifications and professional training, including dates and awarding bodies.
- If you are working towards a qualification, include expected completion dates.

6. Showcase Transferable Skills

- Skills such as communication, teamwork, problem-solving, digital literacy, and organisation are valuable across all roles.



- Provide examples that demonstrate these effectively.

7. Check Your Application Carefully

- Review your responses for clarity, spelling, and completeness.
- Ensure all sections of the application form have been filled in fully.

8. Submit Your Application Before the Deadline

- Note the closing date and allow plenty of time to prepare your application.
- Late submissions usually cannot be considered.

9. Prepare for Potential Next Steps

- If shortlisted, you may be invited to an interview, assessment task, or presentation.
- Be ready to discuss your experience, approach to work, and examples of how you meet the role's requirements.

Application and Selection Information

The closing date for this vacancy is **Sunday 27 September 2026**

Provisional interview dates are **30 September – 1 October 2026**

We are an Equal Opportunities Employer; all candidates will receive equal treatment. Our decision to appoint will be based upon whether an individual's skills, experience, qualifications, and abilities make them the most suitable candidate for the role.

All disabled and care experienced applicants will be offered an interview where they meet all essential criteria on the person specification.

Please ensure that you meet all the essential criteria outlined in the person specification before submitting your application. Only applicants who demonstrate that they meet all essential criteria will be considered and invited to interview.



Appendix A – Job Description and Person Specification

Post:	Digital Content and Engagement Officer
Directorate:	Corporate Resources
Location:	Magdalen House, Bootle, L20 3NJ
Division:	Communications and Engagement
Grade:	F £28,958 to £32,061 (pay award pending) Fixed term until 31 March 2029
Reporting to:	Senior Communications Officer

Purpose of the Role

To lead and coordinate digital engagement, marketing and communications activity across Sefton's Children's Services, including Best Start Family Hubs and Healthy child Programme, ensuring families, partners and stakeholders can easily access information, services, and support through high-quality digital platforms and channels.

Develop, manage, and promote digital communication channels, creating engaging content that increases awareness, accessibility and engagement with services.

Support the continuous improvement of digital services, information resources and online customer journeys through the use of insight, user feedback, innovation and emerging technologies.

Demonstrate an understanding of the experiences of children, young people and families, and use insight and curiosity to develop effective communications, marketing and engagement activities that reach and resonate with different audiences.

Seek, value and integrate multiple perspectives, recognising that children, families, practitioners and partner agencies may understand situations differently.

Recognise and respond to the impact of power, inequality, discrimination and access to resources on children, young people and families, considering how these factors influence experiences and outcomes.

Contribute to a culture of reflection, learning and professional curiosity, using supervision, collaboration and feedback to continuously develop understanding and improve practice.

Key Responsibilities



Digital Engagement & Content Development

- Develop and deliver borough-wide digital and marketing plans aligned to Children's Services priorities.
- Create, manage, and maintain engaging, accessible, and up-to-date content across websites, social media, newsletters, and other digital platforms. Responsibility for adding and maintaining local activity, event and service information will sit with Family Hub and service staff, with the postholder providing guidance, support and quality assurance where required.
- Support the development and improvement of digital information systems, online tools and customer-facing digital resources to enhance accessibility, engagement and user experience.
- Ensure all communications and marketing are inclusive, culturally appropriate, and accessible (meeting WCAG standards where applicable).
- Promote key campaigns such as Best Start in Life, parenting support, early education, SEND services, and health initiatives.

Digital Services and Customer Experience

- Support the development and continuous improvement of digital services and online information resources.
- Review and improve customer journeys across digital platforms to ensure information is easy to find and use.
- Support the implementation of digital tools, automated communications and customer facing platforms including push notifications and personalised digital engagement.
- Support services and partners to publish and maintain accurate, relevant and timely service information.
- Contribute to the development of digital self-service tools and digital solutions that improve access to information, services and support.

Partnership Working



- Work collaboratively with internal teams (Early Years, SEND, Public Health, Communications) and external partners (NHS, VCS, schools, childcare providers).
- Support partners to contribute to and utilise Sefton's digital platforms effectively.
- Act as a key link between service delivery and communications teams.
- Work with internal teams, service users, technology suppliers and partners to define requirements and contribute to the development of user-centred digital solutions.

Audience Engagement & Insight

- Use analytics and user feedback to monitor reach, engagement, and impact of digital activity and inform improvements.
- Analyse audience behaviour, engagement trends and user feedback to shape communications and service improvements.
- Identify gaps in engagement, particularly with underserved or vulnerable groups, and develop targeted approaches.
- Use insight and evidence to support recommendations for improving digital accessibility, engagement and service effectiveness.
- Support co-production with parents and carers to shape digital services and messaging.
- Gather and utilise user feedback to inform the ongoing development and improvement of digital services and resources.

Campaigns, Media & Promotion

- Plan and deliver targeted digital campaigns that support organisational priorities and service objectives
- Use audience, digital performance and campaign data to maximise reach, engagement and impact.
- Support media, communications and marketing activity where appropriate – including initiatives such as Best Start in Life, early years education uptake, and safeguarding awareness.

Training & Support

- Provide guidance and support to staff and partners on digital engagement tools and good practice.



- Support staff and partners to make effective use of digital platforms, online resources and digital engagement tools.
- Promote consistent messaging and branding across all platforms.

Digital Innovation

- Explore and support the implementation of innovative digital approaches, automation and emerging technologies that improve accessibility, engagement and service delivery.
- Maintain awareness of digital innovation and technology developments to help ensure digital services remain modern, inclusive and responsive to user needs.

Data & Compliance

- Ensure all digital activity complies with GDPR, safeguarding, and Sefton Council policies.
- Maintain confidentiality and appropriate data handling at all times.

Practice

- Engage actively in reflective supervision, using reflection, feedback, evidence and professional curiosity to inform analysis, test hypotheses, enhance decision-making and support continuous practice development.
- Use learning from digital insight, user feedback and evaluation activity to support continuous improvement and innovation in practice.

Key Outcomes

- Increased awareness and uptake of Family Hub and Start for Life services.
- Improved digital accessibility and user experience for families in Sefton.
- Stronger engagement with priority groups, including disadvantaged families.
- Consistent, high-quality digital messaging across partners.
- Improved accessibility, usability and user experience across Family Hub digital platforms and information resources.
- Increased use of digital tools, online services and self-service resources by families and partners.

SPECIAL CONDITIONS



- The post holder will deal with data of a confidential and sensitive nature. They must maintain confidentiality and the trust of the data providers always.
- Occasional out-of-hours work may be required.
- Due to the nature of the work involved, this post is "exempt" from the provision of the Rehabilitation of Offenders Act 1974 by virtue of the ROA 1974 (Exceptions) (Amendment) Order 1986.

GENERAL REQUIREMENTS

This job description is a representative document. Other reasonably similar duties may be allocated from time to time commensurate with the general character of the post and its grading.

All staff have a duty to take care of their own health & safety and that of others who may be affected by your actions at work. Staff must co-operate with employers and co-workers to help everyone meet their legal requirements.

The Authority has an approved equality policy in employment and copies are freely available to all employees. The post holder will be expected to comply, observe and promote the equality policies of the Council.

Since confidential information is involved with the duties of this post, the postholder will be required to exercise discretion at all times and to observe relevant codes of practice and legislation in relation to data protection and personal information.

The appointed person will be expected to work flexibly and the exact nature of the duties described above is subject to periodic review and is liable to change.

The appointed person will be expected to undertake, and participate in training, coaching and development activities, as appropriate to the role.

Note: Where the postholder is disabled, every reasonable effort will be made to support all necessary aids, adaptations or equipment to allow them to carry out all the duties of the job.



PERSON SPECIFICATION

Post: Digital Content and Engagement Officer

Department: Corporate Resources

Qualifications

Personal Attributes Required	Essential (E) or Desirable (D)	Method of Assessment
Degree or equivalent experience in communications, marketing, digital media, or a related field.	E	AF

Experience

Personal Attributes Required	Essential (E) or Desirable (D)	Method of Assessment
Experience managing digital communication platforms (websites, social media, content systems).	E	AF/I
Experience developing and delivering digital engagement or communication strategies.	E	AF//P
Experience producing digital content including written content, graphics, photography and video.	E	AF/I
Experience analysing website, social media or marketing performance data.	E	AF/I
Experience working with multiple stakeholders and managing competing priorities.	E	AF/I



Personal Attributes Required	Essential (E) or Desirable (D)	Method of Assessment
Experience managing digital communication platforms (websites, social media, content systems).	E	AF/I
Experience working in a public sector, community, or children's services environment.	E	AF/I

Knowledge, Skills and Abilities

Personal Attributes Required	Essential (E) or Desirable (D)	Method of Assessment
Excellent content creation, copywriting and editing skills.	E	AF//P
Knowledge of digital accessibility standards and inclusive communication.	E	AF/I
Experience creating digital content including video, photography, graphics and social media content.	E	AF//P
Knowledge of digital marketing principles and audience engagement techniques.	E	AF/I
Ability to analyse data (e.g. social media analytics, website metrics) and use insights to improve engagement.	E	AF//P
Ability to interpret digital insight and user feedback to inform service improvement and digital development.	E	AF/I



Personal Attributes Required	Essential (E) or Desirable (D)	Method of Assessment
Understanding of user-centred design principles and digital accessibility.	E	AF//P
Excellent communication and partnership-working skills.	E	AF//P
Ability to use professional curiosity and insight to understand the factors that influence engagement, participation and service access. Ability to adapt content for different audiences and platforms.	E	AF/I
Ability to seek, consider and incorporate the views and experiences of children, families, practitioners and partners when developing communications, engagement activity and digital services.	E	AF/I
Knowledge of Children's Services reach and priorities, including the Best Start in Life, Family Hub and Healthy Babies Programme.	D	AF/I
Experience of co-production with service users.	D	AF/I
Familiarity with Sefton's local priorities and communities.	D	AF/I
Experience using social media management and email marketing platforms and creating and editing video content	D	AF/I



Personal Attributes Required	Essential (E) or Desirable (D)	Method of Assessment
Experience using CRM systems or digital directories of services.	D	AF/I
Knowledge of emerging digital technologies, automation and artificial intelligence and their potential application within public services.	D	AF/I
Knowledge of systemic and relationship-based approaches and how they can inform engagement, communications and service design when working with children, young people and families.	D	AF/I

Personal Style and Behaviours

Personal Attributes Required	Essential (E) or Desirable (D)	Method of Assessment
Reflective and open to learning, feedback and different perspectives in order to continuously improve practice and service delivery.	E	AF
Demonstrate curiosity, creativity and a willingness to explore new ideas, approaches and solutions.	E	AF/I
Values collaboration and actively seeks the voices of children, young people, families and partners to inform service improvement.	E	AF
Committed to inclusive, relationship-based practice, continuous learning and ongoing professional development.	E	AF

Assessment Methods



AF: Application Form

I: Interview

C: Certificates

Prepared by: Andrew Daniels

Date: 18 September 2026

