Job description: May 2019

Digital Communications Officer

**Job purpose**

The post holder will support the Senior Digital Content Manager in implementing the Association’s digital strategy. They will create web content that is user focused, accessible and optimised for search engines. They will develop and maintain a content schedule, co-ordinating activities across the organisation and will build relationships with a variety of subject matter experts. They will support the Senior Digital Content Manager in managing the day-to-day activities of a web agency to ensure their work contributes effectively to the Association’s digital ambitions. They will work effectively with all teams within the Association to provide insight and training. They will support the Senior Digital Content Manager in managing the Association’s digital campaigns and tracking and reporting on digital campaigns in order to guide improvements.

**Salary scale:** Grade B – **£28,952 - £33,563**

**Responsible to:** Senior Digital Content Manager

**Key relationships**

**Internal:** Executive Director, Senior Management Team, Marketing, Communications and Fundraising, Officers, Board and Committee members, subject matter experts

**External:** Members, professional bodies, members of the public, suppliers

**Key responsibilities**

* Support the Senior Digital Content Manager to review, develop and update the Association’s website
* Coordinate a digital content schedule across all channels for the organisation
* Ensure content follows the Association’s brand guidelines and tone of voice
* Collate and combine comments and views to produce content and communications for sign off and publication following the defined processes
* Write, collate (including copyediting and proofreading where necessary) and upload high quality, engaging content to the website – in line with agreed content priorities
* Create and populate web pages, including forms and other functionality, and be able to make HTML and CSS tweaks
* Act as a contact point with support agencies to swiftly resolve issues and to follow up developments
* Work with the Senior Digital Content Manager to implement the digital content strategy and ensure digital best practices are adhered to
* Look after the implementation of Google Analytics as well as other tracking and marketing tags using Google Tag Manager
* Work with colleagues in other teams to prepare, send and report on email campaigns on their behalf
* Design, deploy and report on emails for ad hoc campaigns
* Manage the Association’s social media presence, with the aim of reaching an increasingly broad audience
* Administer the creation and publishing of relevant, original, high quality social media content
* Analyse campaigns and translate anecdotal or qualitative data into recommendations and plans for revising social media, content marketing, SEO, and social advertising campaigns
* Monitor, listen and respond to users in a ‘Social’ way
* Promote the benefits and impact of our digital communications internally
* Keep abreast of the latest innovations in digital communications and make suggestions for new ways of promoting the organisation’s work and messages online
* Monitor trends in social media tools, applications, channels, design and strategy
* Proactively manage Google Ad Grants accounts, making sure they comply with Ad Grant rules as well as maximise the budget and generate useful traffic

**General responsibilities**

* Understand and support the vision, mission and aims of the Association
* To work on projects as directed by the Senior Digital Content Manager
* To provide cover and represent at meetings / events, as required, the Senior Digital Content Manager

This job description is intended to reflect the main duties and responsibilities of the post and is not an exhaustive list of duties. The post holder may be required to undertake other duties which are commensurate with the role. The job description may be subject to change, subject to the needs of the Association after discussion with the post holder.

**Person Specification**

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| Proven experience of using website content management systems (working knowledge of the DNN platform is desirable), including planning content priorities, writing, preparing and uploading content, maintaining the backend CMS and working with developers to develop functionality and solve technical issues. |
| Demonstrative knowledge of Google Analytics, email marketing tools, social media analytics tools, reporting tools and other software that ensures digital activity can be targeted, monitored and improved |
| Demonstrable understanding of digital communications, content strategy, accessibility standards, UX and SEO |
| Displays in-depth knowledge and understanding of social media platforms, their respective participants (Facebook, Twitter, Instagram, YouTube, and Pinterest etc.) and how each platform can be deployed in different scenarios |
| Experience of CRM systems desirable (preferably Dynamics) |
| Excellent attention to detail |
| Extensive experience in online copywriting and publishing |
| Demonstrable experience of managing an organisation’s social media activity |
| Demonstrable ability to work under pressure and to tight deadlines |
| Negotiating and influencing skills appropriate for the role |
| Demonstrable experience of developing and maintaining effective relationships with key stakeholders |
| Demonstrable experience of supporting colleagues with digital communications activities, either through coaching/training or assisting with particular projects |
| Excellent written and communications skills and the ability to articulate complex situations to non-technical colleagues |
| Knowledge of GDPR and the impact this has on a business such as the Association |
| Competent computer literacy with all major Microsoft Office packages |

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