Job Description

**key information**

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| **Post:** | **Digital Communications Officer** |
| **Salary & Hours:** | **18 to 22 hours per week. Can be flexible in terms of how the hours are worked, could be over 3, 4 or 5 days.**  **The FTE equivalent salary range is £26,692 to £29,354, dependent on experience** |
| **Responsible to:** | **Marketing and Communications Manager** |

JOb purpose

1. Develop and deliver effective external marketing communications, with a focus on social media, our website and email marketing.

2. Manage projects including planning, implementing, developing, monitoring and evaluation.

mAIN DUTIES AND RESPONSIBILITIES

The main responsibilities are:

**Social Media**

Manage our social media accounts, liaising with the Marketing and Communications Manager as required.

* Create, schedule and post high-quality content, including images and videos, that conveys key messages and engages and supports all our audiences – especially carers, and professionals working with carers.
* Monitor and respond appropriately to all communication via our social media channels.
* Provide regular reports on social media data, and analysis of what types of content is performing best.

**Website**

* Be the lead contact for our website, liaising with our agency for support and site development work as required.
* Develop new content, including new sections, pages, forms, and news items and events listings.
* Monitor and update existing content, as required.
* Ensure all content is of high quality, appropriate, accessible, and accurate, and fits our brand guidelines.
* Liaise with staff across the organisation to ensure the website offers appropriate information, and seek opportunities for improvements.
* Use Google Analytics to provide regular reports on website traffic and use.
* Monitor trends and development in website best practice, making proposals for developments to the site where appropriate.

**Email Marketing**

* Work with colleagues in MarComms on a varied programme of email marketing activity.
* Write, create and schedule email newsletters, appropriate for a range of audiences.
* Manage email audiences, importing contacts from our databases, and exporting/reporting updates identified from mailings.
* Monitor responses to email marketing, providing analysis to inform future marketing.

**Other MarComms Responsibilities**

* Deliver high quality, branded and consistent ACS marketing communications (internal and external) as required.
* Create and promote ACS surveys (via Survey Monkey)
* Support and contribute to the development of team strategies and objectives.
* Work closely with all services to ensure that communications work and opportunities are coordinated and optimised.
* Attend external events, taking photos, and reporting/interviewing as required.
* Keep up to date with developments in best practice in marketing communications (especially digital) as well as carer policy and issues.
* Develop external contacts to support ACS’s work, particularly with local partners in the NHS, SCC and other Surrey charities.
* Ensure that marketing communications activity is informed and influenced by the views and experiences of carers, particularly those from hard-to-reach and other under-represented groups; involve users in the development of communications, especially digital, as appropriate, via focus groups, consultations and surveys.

**General**

* Attend and pro-actively contribute to MarComms meetings, individual supervisions with line manager and internal ACS meetings; attend external meetings as required, at times deputising for the Marketing and Communications Manager.
* Ensure all work meets current legislative requirements, good practice and is in line with ACS policies and procedures, in particular to understand the responsibilities in the role in relation to confidentiality and data protection.
* Complete other duties reasonably assigned to you.

 Personal Specification

Person specification

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| **Experience** | **Essential or Desirable** |
| Proven experience and understanding of digital marketing, including website content, email marketing and social media management. In particular: | Essential |
| Social Media – experience of creating content in Canva, or similar, scheduling (using Hootsuite, Buffer or similar), and managing a variety of channels | Essential |
| Email Marketing – experience of using MailChimp or similar, managing data, creating emails and analysing results | Essential |
| Website – experience of WordPress or similar CMS, creating content and further developing the ACS website; and experience of using Google Analytics | Essential |
| Proven work experience of working with a brand | Essential |
| Experience of managing stakeholder relationships | Essential |
| Knowledge and experience of planning, implementing, developing operational and project plans | Essential |
| Proven competence in Word, Excel, Outlook and Powerpoint plus databases, data analysis and report writing/generation | Essential |
| Experience of working in the 3rd sector | Desirable |
| Knowledge and experience of working with cultural diversity | Desirable |
| Knowledge or understanding of carers’ landscape | Desirable |
| Direct or indirect experience of caring responsibilities, or a strong affinity with the charity sector | Desirable |
| **Education & knowledge** | **Essential or Desirable** |
| Minimum A Level or equivalent | Essential |
| Degree or professional qualification in English, or Marketing / Communications /Journalism or other related topic | Desirable |
| **Abilities** | **Essential or Desirable** |
| Ability to listen effectively | Essential |
| Excellent written communication skills, working to, and developing where appropriate, tone of voice/brand guidelines | Essential |
| Ability to adhere to work plan, to work to deadlines, and prioritise activities, and use time effectively | Essential |
| **Personal qualities** | **Essential or Desirable** |
| Ability to use own initiative and work without direct supervision | Essential |
| A flexible approach to working as a team player | Essential |
| Ability to communicate to all staff levels with patience, calmness and professionalism | Essential |