

DIGITAL COMMUNICATIONS OFFICER

Purpose of role: To build and engage the growing online Playlist for Life community by creating relevant and engaging digital content across social media, email marketing and our website. To seek ways to engage with people living with dementia and their families, as well as healthcare and social care professionals. To devise and deliver a successful digital strategy that encompasses social media and email marketing. To monitor social media channels and respond to queries, identifying new opportunities in digital outreach.

Key responsibilities:

Digital Marketing

- Work with the Head of Communications and Campaigns to devise and implement a social media and email marketing strategy
- Community management of our social media channels, responding to queries as necessary to grow and engage the online Playlist for Life community.
- Increase the organisation's visibility among potential users and donors
- Work with Senior Management Team on donor journeys: from engaging potential donors on social media to managing email communications that align with fundraising targets
- Work with our in-house Visual Storyteller on producing and promoting video content across social media platforms
- Analyse success of digital content according to key performance indicators and collate key findings to report to the Board of Trustees and inform future campaigns

Technical

- Use WordPress to update our website content
- Use analytic tools to report on social media and website performance. We currently use Google Analytics and Hootsuite

General

- Review online content, making sure it meets users' needs, is up to date, and is search engine optimised
- Create relationships with external partners to collaborate on digital campaigns, blogs, and promotion of Playlist for Life on external websites
- Engage current and potential members of the Playlist for Life community via email
- Listen to the feedback and needs of internal and external stakeholders
- Manage relationships with external freelancers and agencies as needed to agreed plan and budget
- Provide quality control support such as proof-reading, editing and making sure all content adheres to brand guidelines
- Ensure that all duties are carried out in line with Charity health and safety and other Charity requirements and policies

Note: This Job Description cannot be considered to be exhaustive and other duties not included above may arise. On the understanding that such duties are commensurate

with the purpose of the job and have been identified as such by the post holder's line manager and advised to the post holder, then such additional duties shall form part of the requirement of this post.

Person specification

	Essential	Desirable
1. Have a minimum of two years' experience in a digital marketing role	✓	
2. Personal or professional knowledge or experience of dementia		✓
3. Substantial professional digital knowledge, experience and skills:	✓	
a. Proven experience of managing successful digital campaigns	✓	
b. Experience in website management platforms (e.g. WordPress)	✓	
c. Experience and skills in digital content creation such as written and graphic content, digital resources and reports	✓	
d. Experience with email marketing software (e.g. Mailchimp) and managing mailing lists	✓	
e. Experience and skills in using editing and design programmes, such as Adobe Photoshop, InDesign and Premiere Pro		✓
4. Strong team work ethic, collaborating with wider communications team and creative freelancers to create digital assets	✓	
PERSONAL CHARACTERISTICS		
a. Excellent time management and planning skills	✓	
b. Flair and imagination	✓	
c. The ability to work on one's own and as part of a team	✓	
d. Excellent written and oral communication skills	✓	