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| JOB DESCRIPTION | |
| **Job Title:** | Digital Communications Officer |
| **NJC Scale Point:** | NJC PT 20-22 (£25,991-£27,041) |
| Hours: | 37.5 and such additional hours as are required by the business from time to time. |
| **Annual Leave:** | 26 days plus statutory and bank holidays (1 additional day after each year of service, up to a maximum of 31 days). |
| **Location:** | Bath or Bristol based with the opportunity to work from home. |
| **Pension:** | Contributory pension scheme (employer’s contribution 7% to a minimum 3% contribution from employee). |
| **Accountable to:** | Associate Director of Fundraising and Communications. |

#### Principle Purpose of the Job

The Digital Communications Officer will develop, implement and manage our websites, social media and email engagement activity in line with the wider digital communications and engagement strategy, and wider organisational objectives. The role will work closely with services to provide service delivery content across the organisation. The role will manage the relationship with our Email Service Provider (ESP) and provide platform management.

The will role include supporting bids and tender applications for new work, including writing, project management and collating and presenting data and visuals.

Additionally, the post holder will support key organisational stakeholder events and publications. The events might be delivered in a virtual context, attended in person or possibly a hybrid model. The role will also include supporting statutory, trusts and foundations and corporate fundraising by ensuring content within our supporter database, Donorfy, is up to date.

This role will report into the Associate Director of Fundraising and Communications

#### Key Duties and Responsibilities

* Improve knowledge, understanding and best use of digital tools and opportunities across DHI
* Manage content and key relationships with our website and online communications providers
* Develop and implement training programmes for internal colleagues on use and management of digital platforms and communications channels
* Maintain templates and ensure they’re optimised for use by colleagues across the organisation
* Work with relevant teams and partners to create an organisational digital strategy covering website messaging, content and maintenance, segmentation, testing, scheduling and optimization
* Assist with monitoring statutory funding opportunities and supporting bids for new work
* Support the organisation to collect, analyse and present data in engaging ways to demonstrate impact
* Strategic planning for output on all online and social media channels
* Work with teams to maximise data capture opportunities and drive audience growth, particularly within the key strategic audiences
* Set, measure and report on KPIs for email and online activity
* Develop and execution of a DHI communications plan for our Friends Of newsletter
* Ensure our email engagement programme meets best practice standards and aligns with activity across other channels
* Ensure our email programme complies with appropriate standards and legislation
* Own and manage the relationship with our email service provider (ESP)
* Manage relationships with internal stakeholders and relevant external partners and suppliers
* Where new websites are required across the business, scope requirements to inform platform development and integration plans, devise and implement effective operational plans and ensure key success criteria are achieved within the timeline
* Develop guidance to ensure online content is engaging and consistent with the brand, house style and tone of voice
* Actively use reporting, analysis and insight to help departments develop and optimise campaigns.
* Manage the delivery of multiple projects to agreed specifications and deadlines
* Assist with the delivery of DHI events and publications, including our annual event and impact report
* Manage the case study, photography and film bank at DHI

**Monitoring & Administration**

* Responsible for producing timely and accurate impact information to support DHI’s communications and engagement work. This includes measuring DHI’s work against external trends.
* To comply with GDPR data collection procedures to ensure we apply best practice in hose we use data in relation to communications.
* Prepare and present clear verbal / written reports focused on DHI’s impact as required.

#### Organisational Responsibilities

1. At all times adhere to DHI policies and procedures, with specific reference to:

* Confidentiality: ensure confidentiality at all times, only releasing confidential information obtained during the course of employment to those acting in an official capacity.
* Data Protection Act and Information Governance: to comply with the requirements of the Data Protection Act and all policies and procedures relating to Information Governance and security of data.
* Equal Opportunities and Diversity: to ensure that all service users, their partners, colleagues both within DHI and other partner organisations are treated as individuals by following DHI’s Equality and Diversity Policy.
* Health and Safety: to ensure you comply at all times with the requirements of the Health and Safety regulations and DHI’s Health and Safety Policy and Procedures. You are responsible for taking reasonable care with regard to yourself as well as any colleague, client or visitor who might be affected by an act or failure to act by yourself.
* Quality Assurance: to ensure all activities are managed in a way that supports DHI’s Quality Assurance systems.
* Safeguarding: DHI is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults and expects all staff and volunteers to share this commitment.
* Lone Working: to work in accordance with the DHI Lone Working policy and procedures.

1. At all times adhere to contract requirements, relevant legislation, good practice, with specific reference to: The DoH Drug Misuse and Dependence – Guidelines on Clinical Management; Ethical Framework for Good Practice NTA, NICE.
2. Participate in the organisational planning processes and contribute to the establishment of DHI’s business plan.
3. To perform as part of the Corporate Services and wider DHI team, attending and participating in regular meetings, appropriate training courses and in skills sharing sessions.
4. To participate in regular supervision and support.

This job description contains only the main accountabilities relating to the post and does not describe in detail all the duties required to carry them out. As duties and responsibilities change, the job description will be reviewed and amended in consultation with the post holder.

**PERSON SPECIFICATION**

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| **ATTRIBUTES** | **ESSENTIAL CRITERIA** | **DESIRABLE CRITERIA** | **DEMONSTRATED BY (Application, Interview, exercise, other)** |
| **Experience** | * Experience of working in a digital communications role * Experience of delivering complex messages in a clear, succinct way across different audiences |  |  |
| **Knowledge** | * Knowledge of website CMS systems * Knowledge of CRM systems to support fundraising * Knowledge of email marketing best practice * Familiarity with Adobe Creative Cloud |  |  |
| **Skills** | * Excellent written skills with attention to detail and the ability to deliver high quality content quickly and accurately * Highly organized with the ability to meet deadlines in a busy, dynamic environment and across a varied workload * Outstanding project management skills * Able to make recommendations in a structured and timely way to support communications decision making |  |  |
| **Values and behaviors** | * Ability to see and take advantage of (strategic) opportunities whilst balancing risk and innovation * Flexible, proactive and responsive to change. * Commitment to equal opportunities and anti-discriminatory policy and practice. |  |  |