



## Job Description

<b>Title:</b>	Digital Engagement Officer.
<b>Accountable to:</b>	Marketing & Communications Manager.
<b>Responsible for:</b>	N/A.
<b>Location:</b>	Home or office based in Leamington Spa.
<b>Contract Type:</b>	Permanent.
<b>Working Hours:</b>	35 hours per week.
<b>Benefits:</b>	25 days holiday plus bank holidays (pro rata), pension scheme, flexible working arrangements.

### Main purpose of the job:

Implement all elements of the digital content plan to engage and develop audiences and supporters.

This role has day-to-day management of our websites, social channels, and e-shots. It requires a demonstrable ability to write well and create compelling content in the digital sphere to create brand value and reflect our identity.

The main responsibilities of the role are to improve:

- Supporter acquisition, engagement, and retention.
- Website development conversions and performance.
- Digital marketing performance.

### Key achievement areas:

1. Supporting the wider Marketing & Communications team to produce and deliver the content plan for all digital content as it feeds into broader charity strategic plans, with a specific focus on demonstrating impact, conversions, and acquisition through donations, volunteers, and clients.
2. Own and deliver agreed plans for the websites.
3. Creating, editing, sharing, and moderating all digital campaign content:
  - Copywriting and content production for website(s), email, and social media (with help as required).
  - Producing design briefs to agencies as required.
  - Collating and publishing Impact reports.
  - Managing, scheduling, and delivering agreed content across all digital platforms, observing our Brand Style Guide correctly.
  - Running paid social media campaigns across relevant channels where agreed.
  - Optimising and delivering SEO and AdWords campaigns.
4. Produce reports on the effectiveness and levels of engagement in digital activities.
5. With the wider outreach team, identify and help prioritise new potential supporters

- and help to devise strategies for engaging those individuals and groups.
6. Contribute to regular evaluation by tracking digital campaign performance.
  7. Undertake campaign-specific research as required.
  8. Promote and actively pursue the continual strengthening of relationships with Life supporters and other external stakeholders.
  9. Moderation of digital engagements across all platforms as required.

### **Safeguarding Children & Adults at Risk of Harm:**

- Safeguarding is everyone's responsibility and all employees are required to act in such a way that at all times safeguards the health and wellbeing of children and adults at harm of risk.
- Familiarisation with, and adherence to, the appropriate organisational Safeguarding policies and any associated guidance is an essential requirements of all employees as is participation in related mandatory/statutory training.
- All employees must ensure that they understand and act in accordance with this clause. If you do not understand exactly how this clause relates to you personally, then you must seek clarification from your immediate line manager as a matter of urgency.
- Equally, all managers have a responsibility to ensure that their team members understand their individual responsibilities with regards to Safeguarding Children and Adults at Harm of Risk.

### **Personal responsibilities:**

- The post holder must assume responsibility for their own professional and personal development (supported by Life where appropriate) to ensure their continuing competence to deliver Life's requirements.
- A key component of development is being fully aware of regulatory and legal requirements impacting on operational services and ensuring that all staff within those services are aware of and deliver their individual responsibilities.

### **Corporate behaviours:**

#### **All staff are expected to:**

- Work towards the charity's aims and objectives, and uphold its vision and mission.
- Demonstrate respect for others and value diversity.
- Act responsibly regarding the health and safety of themselves and others.
- Focus on the client and customer, both internally and externally, at all times.
- Make an active contribution to develop the service.
- Learn from, and share experience and knowledge.
- Keep others informed of issues of importance and relevance.
- Consciously review mistakes and successes to improve performance.
- Act as an ambassador for the charity and always maintain professional standards.
- Use discretion and sensitivity and be aware of issues requiring total customer confidentiality.
- Demonstrate a flexible approach to their work.
- Abide by and take responsibility for the obtaining, storage, processing and sharing of any personal data within the meaning of the General Data Protection Regulations 2018 and as defined in the relevant Life policies for all aspects of service delivery and working practice, paying particular attention to the protection of personal information in any form and by whatever means it is accessed by you.

In addition, all members of the Marketing & Communications team are expected to:

- Value and recognise ideas and the contribution of all team members.
- Help individuals to perform to the best of their ability.
- Provide support, feedback, and guidance to all team members and encourage their team to achieve work/personal life balance.

This job description is not necessarily an exhaustive list of duties but is intended to reflect a range of duties the post holder will perform. The job description will be reviewed regularly and may be changed in consultation with the post holder.

## Post title: Digital Engagement Officer

Personal skill characteristics	Essential (Tick)	Desirable (Tick)
<b>Initiative</b>		
Ability to work independently	✓	
Demonstrable experience of driving a project / initiative to completion	✓	
<b>Experience / Knowledge / Qualifications</b>		
Proven experience of working within a similar role		✓
Educated to degree level or equivalent relevant professional qualification		✓
Experience of contributing to new strategic aims		✓
Experience in translating strategic aims into operational delivery	✓	
Experienced in use of Adobe Creative Cloud apps (InDesign, Premiere, Photoshop Illustrator)		✓
Experience of digital content management	✓	
Experienced in the use of Mailchimp or equivalent		✓
Working knowledge of video editing		✓
Working knowledge of HTML, PHP, or similar		✓
<b>Communication</b>		
Strong written and verbal communication skills	✓	
Willingness to promote the charity to a wide range of individuals and external contacts	✓	
Experience of supporter engagement		✓
<b>Personal</b>		
Committed to the vision, mission, and values of the charity	✓	
Commitment to quality, customer service, best practice and best value in all aspects of the charity's operation	✓	
Ability to work with people at all levels	✓	

Positive outlook and approachable personality	✓	
Ability to work and learn on own initiative	✓	
Handles pressure of meeting deadlines and supports others where possible	✓	
Ability to prioritise workload and plan time	✓	
Commitment to own personal and professional development	✓	
Ability to motivate others and work as part of a team	✓	
Driven, self-motivated with commitment to succeed	✓	
Resilient and robust with a positive outlook	✓	
Energetic with a high degree of personal drive	✓	

**Internal Use Only**

Approved by: S Cowie

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