



**ST VINCENT DE PAUL SOCIETY
(England & Wales)**

Job Description

Job Title: Digital Media Officer

Reports to: National Communications Manager

Salary: £24,000 - £26,000 + Pension (dependent on experience)

Location: London

Hours: 37.5 hours per week

Holidays: 25 days annually plus bank and statutory holidays

Primary objectives: To support the delivery of the Society's communications objectives by creating engaging and relevant digital content; analyse its reach and assess its impact according to agreed performance indicators, and contribute to the creation and implementation of the Society's digital communications strategy.

Website

- Take a lead role in developing the Society's website strategy
- Take responsibility for the maintenance and development of the Society's national website and related microsites
- Work closely with the Society's Community Support Projects, service centres, Twinnage, National Office and other operational areas to co-ordinate website strategy and activity which supports their objectives
- Develop and propose key objectives and KPIs, including for SEO and usage statistics

- Inform and advise on options for the on-going development and evolution of the website
- Develop integrated monitoring systems for the website and Social Media channels and establish reporting formats
- Produce regular reports on performance against objectives for senior management and the Board of Trustees
- Develop and pursue advertising opportunities with key partners, such as the Google AdWords programme
- Create relationships with external websites, bloggers and social media influencers to increase site traffic
- Ensure all content reflects the Society's values and is consistent with its brand
- Carry out periodic quality assurance checks on content
- Work closely with the Society's developers to ensure continuity of website service and delivery of agreed enhancements and projects within agreed budgets and timescales

Social media

- Co-ordinate and develop the Society's Social Media strategy, proposing approaches which involve and utilise key audiences, such as the Board of Trustees, officers and members of the Society
- Run the Society's national social media channels on a day-to-day basis, responding to queries as necessary.
- Develop and optimise all digital and social media outputs, including text, images, video and audio to reach key target audiences, achieve engagement and influence behaviour.
- Communicate and work closely with other National Office teams, the Society's local service centres and Community Support projects on messaging to highlight, promote and advance their work.
- Lead on concept development, testing, co-ordination, delivery and performance analysis of large campaigns which require wider coordination.
- Help increase the Society's visibility among potential beneficiaries and clients.
- Assist in protecting and enhancing the Society's public reputation when communicating on its behalf.

- Maintain awareness of trends and advise the Society on the evolution of new social media approaches and new technologies.

General

- Frequently review all the Society's online content, making sure it advances the agreed strategy, meets users' needs, is up to date, and is search engine optimised
- Catalogue new images and copy
- Develop and evolve new forms of digital outreach
- Engage current and potential clients and service users
- Gather and analyse feedback and on the needs of internal and external stakeholders
- Recruit and manage the Society's developers, external freelancers and agencies as needed, to an agreed plan and budget
- Provide quality control support e.g. proof-reading, editing and making sure all content is on brand
- Contribute to the development of the Society's digital strategy

Technical

- Manage technical aspects of the website
- Use analytic tools to report on social media and web performance

The above list is not exhaustive and other duties relevant to the post may be required from time to time. Variation may also occur to the duties, responsibilities and place of work at the request of your line manager without changing the general character of the post.

Person Specification

It is **essential** that the post holder has the following education and skills:

- Educated to degree standard or equivalent
- Professional qualification or proven experience in a related field

- A high level of literacy
- Excellent IT skills, particularly MS Office, digital channel management software, content and contributor management systems, social networks and listening, evaluation and analytics tools
- Effective interpersonal skills
- A proven track record of supporting an effective team of volunteer contributors, driving performance and motivation

Experience

- Minimum of 2 years' experience of working in a digital communications role
- Experience in the use of social media channels to meet communications and marketing objectives and targets
- Experience of supporting content marketing, outreach campaigns and activities
- Experience of working within an integrated CRM/CMS environment
- Experience of working with digital and technical agencies
- Knowledge of digital legal compliance, GDPR, accessibility and usability standards
- A proven track record of using consumer and competitor insight to build engagement
- Experience of teaching and mentoring others to use social media
- Experience of working to and maintaining social media best practice
- Experience of using analytics tools to record, interpret and improve performance on social media

Attitudes

- A passion for social media and for digital and marketing tools and techniques
- An understanding of the role of social media in achieving social change
- A facilitative style, able to broker internal and external relationships
- Ability to explain complex concepts to non-specialists
- Disciplined and organised, able to work to tight deadlines
- Attention to detail
- Positive and flexible
- Good team worker
- Empathy with the Christian aims and purposes of the Society and able to value people of all faiths and none.

It is desirable that the post holder has the following:

- Knowledge of the SVP and its work
- Experience of advancing and achieving specific social objectives for a charity through the use of social media
- Experience of developing, managing and delivering a successful digital media strategy for a UK charity