



  
**Treloar's**  
Enabling Education

**Digital Communications Officer**

**Job Pack**

## About the role

<b>Job Title:</b>	<b>Digital Communications Officer</b>
<b>Reports to:</b>	Communications and Marketing Manager
<b>Department:</b>	Marketing
<b>Location:</b>	The role is office-based with potential for hybrid home-based working
<b>Salary:</b>	Up to £29,000 (depending on experience)

**An exciting opportunity has arisen within our Marketing office. This is a dynamic role where you will be working alongside the Communications and Marketing Manager and the Fundraising team to support a programme of events, appeals and marketing campaigns.**

You will have demonstrable experience of using social media, PPC, paid and organic digital channels to generate positive coverage and engagement; along with experience of writing news stories about our students and their achievements. You will enjoy working collaboratively to create communication plans, project briefs, press releases and newsletters as well as creating content for our daily social media schedule for specific and target audiences.

We are looking for a self-motivated and innovative individual with a proven background in social media, website content and communications. Specifically you will need to be proficient with design software, copy writing and have the ability to create attractive literature. Excellent oral and written English skills and strong organisational skills are also essential.

This role could be a part time or full time position with a combination of home and office working.

### **We offer:**

- 27 days holiday plus bank holidays
- Hybrid home based working considered
- Excellent training and development opportunities
- Life insurance, Group Personal Pension & Occupational Health schemes
- Health Cash Plan & Perkbox discount scheme
- Free wellbeing activities (e.g. gym/yoga)
- Free parking & many other benefits

If you'd like to find out more about this role, please get in touch with Helen Moore, Communications and Marketing Manager on [Helen.Moore@treloar.org.uk](mailto:Helen.Moore@treloar.org.uk) or 01420 547470.

## Key responsibilities

- Support the Marketing and Fundraising teams to develop vibrant eye catching literature, flyers, email newsletters, social media and other digital material to support a busy programme of campaigns, events and appeals.
- Work with CMM to deliver a bespoke Social Media content publishing schedule, with clear aspirations for growth including the delivery of a bespoke rolling social media timetable (daily) for Twitter, Instagram, Facebook and other platforms to reach clearly delineated targeted audiences.
- Maintain social listening and media monitoring systems to ensure responsiveness and to manage reputational risk.
- Collaborate with all departmental teams to provide a modern, high quality communications and marketing service for the Trust, School and College, adapting style and content to suit different audiences, to drive awareness or income.
- Actively seek out stories and other good news content to share on social media and the website. Build relationships with staff and encourage story sharing of student and staff achievements.
- Oversee the Treloar's website (images and content) ensuring it remains current with regular news stories and updates from relevant department managers.
- Monitor website performance & effectiveness including Google Analytics & Search Engine Optimisation (SEO). Identify areas for improvement and new tactics to improve SEO.
- Ensure that our digital communications and marketing materials stand out against those of other providers in the sector and capture the attention of our beneficiaries and supporters.
- Ensure all digital marketing and communications, both paid and organic content, follow Treloar's brand guidelines and adhere to our key messages, values and vision.
- Take photos and record video footage to provide content for social media and reports and publications as required by the Communications and Marketing Manager.
- Manage the Trust image library including a directory of permissions.
- Create, proof read, edit and schedule the monthly email newsletter for the fundraising team.
- Create and deliver digital communications plans to support upcoming events and fundraising appeals

## Other duties

- Support the Trust in safeguarding and protecting the welfare of all students.
- Comply with policies and procedures relating to safeguarding, uniform, health and safety, equality and diversity, confidentiality and data protection, reporting concerns to an appropriate person.
- Undertake any other such duties or general tasks and hours of work as may reasonably be required and any other responsibilities, which may from time to time be delegated by your manager.
- You will maintain and develop your own professional knowledge, networks and awareness of the sector and organisation.
- You may be asked to undertake other duties outside the key tasks of the role.
- There will be the need to occasionally work hours that fall outside of your normal working day, including supporting the wider team at events, overnight stays and work functions in the evening and at weekends on occasion.
- This role description is intended to act as a guideline to the role whilst you are in post.
- A job description is not a rigid or inflexible document but acts to provide guidelines to the duties expected while in the post. This is a development role and the job description therefore can be developed.
- This job description will be reviewed and amended in the light of changing professional demands.

## About you

### Skills and experience

#### Skills and Abilities

- Previous experience using design software such as Canva or Adobe Creative Suite or similar software to create content for social media, banners, flyers and newsletters.
- Strong understanding of social media platforms, PPC, paid and organic digital channels to create positive coverage and drive engagement.
- Excellent time management, administration and organisation skills.
- Creative flair & the ability to promote a cause with conviction & passion.
- Confident interpersonal skills.
- Able to adapt style and content to suit different audiences.
- Track record of writing press release, website articles and newsletters to deadlines.
- Ability to write creative copy in English with a high standard of grammar, punctuation and spelling.
- Understands the importance of value for money.

#### Experience

- Relevant industry experience (minimum of two years).
- Showcasing digital design skills, layout, branding, use of imagery and typography.
- Experience of targeting stakeholders/market segments.
- Proven ability to prepare and upload social media content.
- Experience of creating web content and web layout.
- Experience of working on multi-media communication campaigns and calls to action, including organic and paid social content, PPC and Google ads.
- Experience of writing design briefs and requests for Quotation/Tenders for marketing collateral.
- Proven experience of using Google analytics and SEO to increase website visitor numbers, identify areas for improvement and new tactics to improve user experience.

#### Education

- Evidence of relevant professional development and/or Marketing qualification.

#### Personal Qualities

- Innovative & motivated.
- Creative.
- Outward looking & approachable.
- Ability to influence.
- Team player.
- Opportunistic with a can do attitude.

## About Treloar's

### Our Mission

A world where physically disabled young people take control of their lives and achieve their aspirations.

### Our Vision

To enable physically disabled young people to achieve their aspirations by:

- Providing personalised learning, therapy and care
- Supporting transition into adulthood
- Promoting independence and inclusion

### Our Values

#### We are Inclusive

Everyone - regardless of physical ability, where they live or their means - should have the opportunity to take part in life. We treat our beneficiaries with the same dignity as their non-disabled peers and work to remove barriers in their way.

Our students and beneficiaries are always at the centre of everything we do. Before we make decisions, we ask, "How will our students and beneficiaries benefit from this?"

#### We act with Integrity and Respect

Physically disabled young people should be free to direct their own lives. We listen to young people's views and support them to make age-appropriate choices about their daily life and informed choices about their future.

We celebrate and promote diversity, value and support each other, and treat everyone with mutual respect. We support a culture of openness, honesty and transparency, where the safeguarding of our students and wellbeing of our staff is paramount.

#### We strive for Excellence

Physically disabled young people and their families deserve outstanding care and support. We work to make sure all our services are excellent and actively challenge each other to ensure continuous quality improvement.

We continually innovate to ensure that our beneficiaries receive the cutting-edge, excellent support they deserve.



## About Treloar's

Treloar's is one of the UK's largest specialist centres for young disabled people to live and learn – but we're so much more than just a school and college.

We are a charity committed to a world where young disabled people can take control of their lives and reach their full potential.

Right now, our highly specialist staff are delivering outstanding nursing care, therapy, independence training and education to around 180 children and young people aged 2-25 with highly complex disabilities from all across the UK and overseas. But we can't do this alone.

We must raise £2million every year to sustain and develop our expert services to support our students in classrooms and those who live in our residential houses during term-time and up to 52 weeks a year.

We exist to provide young people with the support they need to live as full and independent a life as possible. The specialist provision we offer is accessed not only by students on site, but by students who attend mainstream further education locally. Our support is designed to empower young adults to manage their own lives and play an active part in their own communities.

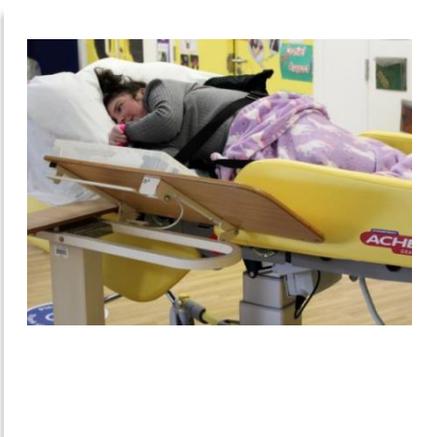
It is vital that we keep pace with the increasingly complex needs of our students. We need your help to continue to provide access to the most specialist staff, accommodation and equipment in the UK to unlock our students' potential and enable them to live the most fulfilling life possible.



## How Treloar's students benefit from fundraising

The funding that we receive from local authorities simply doesn't stretch to provide the specialist equipment that our students desperately need in order to access their education and live life to the full.

Thanks to the work of the fundraising team and the support of our generous donors, during the last year we have been able to provide the following specialist equipment for our students:



### Acheeva Beds

These are designed to help our students who need extra postural support but are limited to their wheelchair for positioning, or aid those who are recovering from surgery.

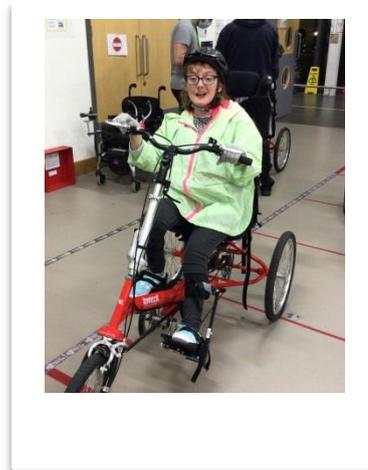
Amy (pictured) has limited mobility and has been using the Acheeva Bed regularly as it allows her to change position easily. This is one of only two pieces of equipment she's able to use apart from her wheelchair. It is important Amy and her fellow students can spend time out of their wheelchair to reduce physical discomfort.

### Tomcat Trikes

These are lightweight and easily handled. The trikes provide a comfortable, soft, safe seating where our students can engage in physical exercise.

Cycling has so many health and social integration benefits for our students. It can change the future from a life spent in a wheelchair to include cycling as well as improving health, wellbeing and general fitness.

*"Thank you for giving us the trike, it looks like a racing bike. It is very fast and comfortable. It's also very fun to be on".*



### Treloar's Virtual Tour

You can explore our campus from the comfort of your own surroundings with our online virtual tour: <https://www.treloar.org.uk/about-us/virtual-tour/>

Click the link to visit our classrooms, learn about our residential houses, view the outdoor learning spaces and all the specialist facilities Treloar's is able to offer our fantastic students. A lot of these spaces have been made possible thanks to the work of the fundraising team and the kindness and generosity of our friends and donors!

Extra-curricular activities also play an important part in the life of Treloar's students. Everyone who wants to, no matter how severe their disabilities, is given the opportunity to participate in sport giving them an amazing boost to their confidence, self-esteem and physical well-being.

### King takes to the seas!



Thanks to the work of the fundraising team and generosity of donors we are able to provide these sporting experiences for our students. For many students these experiences are once in a lifetime and your donations make this possible. Here King talks about his experience when he took to the seas with Wet Wheels Foundation:

*"It was good weather, hot, sunny and clear and I was feeling very excited. I met the crew that I would be with for the day and got on the boat straight away. We then spoke about the boat, the crew told me some facts and anything about safety that I may of needed to know.*

*When on the boat we went all the way to the Isle of Wight! We were given a tour around the whole outside of the island, we saw places like the Needles, and the docks, I hadn't ever been to the Isle of Wight before so this was so interesting to see. I'm not 100% sure how fast the boat was actually going but it felt ridiculously fast. I even got a chance to drive it myself which was super cool, it was hard to drive though as it was going so fast.*

*All together we were on the boat for around 4 hours. When we got back to Portsmouth I was shown round parts of Portsmouth, again with facts and things to see. Overall I had a really good day, if the opportunity came about again I'd love to do it!"*