TRELOAR TRUST

**JOB DESCRIPTION**

Job Title: **Digital Communications Officer**

Responsible to: Communications and Marketing Manager (CMM)

Location: The role is office-based in Holybourne with potential for hybrid home-based working.

**Job Purpose:**

To deliver digital communications and marketing activity across multiple platforms, to raise the local and UK profile of Treloar’s. To attract and engage students, staff, funders, and other stakeholders. To promote the unique high quality services provided by Treloar’s in order to attract support in the form of funding, partnerships and goodwill.

**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**

1. Support the Trust in safeguarding and protecting the welfare of all students.
2. 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.
3. 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.
4. You will maintain and develop your own professional knowledge, networks and awareness of the sector and organisation.
5. You may be asked to undertake other duties outside the key tasks of the role.
6. 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.
7. This role description is intended to act as a guideline to the role whilst you are in post.
8. 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.
9. This job description will be reviewed and amended in the light of changing professional demands.

## The job description is not intended to be exhaustive and the post holder may be required to take on other duties as directed agreed or inspired by the CMM.

## 

## April 2022

## Treloar Trust

**PERSON SPECIFICATION – Digital Communications Officer**

|  |  |
| --- | --- |
| **Essential** | **Desirable** |
| **Skills & Abilities**   1. 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. 2. Strong understanding of social media platforms, PPC, paid and organic digital channels to create positive coverage and drive engagement. 3. Excellent time management, administration and organisation skills. 4. Creative flair & the ability to promote a cause with conviction & passion. 5. Confident interpersonal skills. 6. Able to adapt style and content to suit different audiences. 7. Track record of writing press release, website articles and newsletters to deadlines. 8. Ability to write creative copy in English with a high standard of grammar, punctuation and spelling. 9. Understands the importance of value for money. |  |
| **Experience**   1. Relevant industry experience (minimum of two years). 2. Showcasing digital design skills, layout, branding, use of imagery and typography. 3. Experience of targeting stakeholders/market segments. 4. Proven ability to prepare and upload social media content. 5. Experience of creating web content and web layout. 6. Experience of working on multi-media communication campaigns and calls to action, including organic and paid social content, PPC and Google ads. 7. Experience of writing design briefs and requests for Quotation/Tenders for marketing collateral. 8. Proven experience of using Google analytics and SEO to increase website visitor numbers, identify areas for improvement and new tactics to improve user experience. | 1. Knowledge of charity sector. 2. Knowledge of education sector. |
| **Education**   1. Evidence of relevant professional development and/or Marketing qualification. |  |
| **Personal qualities**   1. Innovative & motivated. 2. Creative. 3. Outward looking & approachable. 4. Ability to influence. 5. Team player. 6. Opportunistic with a can do attitude. |  |
| **TRELOAR TRUST IS COMMITTED**  **TO SAFEGUARDING CHILDREN, YOUNG PEOPLE AND VULNERABLE ADULTS**  All successful candidates will be subject to a Disclosure and Barring Service Check along with other relevant employment checks | |

**BOTH THE JOB DESCRIPTION AND THE PERSON SPECIFICATION ARE SUBJECT TO THE TRUST'S EQUAL OPPORTUNITIES POLICY**

If you have not heard from us within 3 weeks of the closing date please assume you have not been successful. Thank you for your interest.