

## **Job Description**

Job Title:	Digital Engagement Officer
Salary:	£5,850 per annum (£21,638 full-time equivalent)
Hours:	10 hours per week
Responsible to:	Chief Executive
Primary Bases:	The Innovation Centre, Kirkleatham Business Park and the TAD Centre, Ormesby Road, Middlesbrough.

### 1. **Job Purpose**

- 1.1 To work with the Chief Executive and colleagues to develop and implement digital engagement activities.
- 1.2 To develop and manage the organisation's website and digital media accounts to extend reach and engagement.
- 1.3 To raise awareness of the organisation's services and activities to current and potential service users, professionals and community organisations and groups through digital engagement.
- 1.4 To evaluate the performance and effectiveness of digital media activity and campaigns.

### 2. **Duties and responsibilities**

- 2.1 To coordinate the creation of digital content (e.g. website, blogs, press releases and podcasts).
- 2.2 To manage end-to-end digital projects.
- 2.3 To establish the organisation's web presence to boost brand awareness.
- 2.4 To create online content and material for the organisation's digital media platforms in line with corporate style, tone and objectives.
- 2.5 To develop digital media campaigns to promote services and events to service users, professionals and third-party organisations and groups.
- 2.6 To monitor and evaluate the performance of digital media content, proactively addressing issues, errors and ensuring consistency with the organisation's strategy and objectives.

- 2.7 To provide regular activity reports, to evaluate the effectiveness of digital media campaigns, and adjusting content accordingly.
- 2.8 To respond appropriately to contact from digital media users, redirecting issues to colleagues where appropriate.
- 2.9 To coordinate and optimise a digital media content calendar.
- 2.10 To maintain an up to date understanding of digital media and digital trends to identify opportunities for development.
- 2.11 To build and manage stakeholder relationships internally and externally.

### 3. General

- 3.1 To participate fully as a member of the staff and volunteer team including attending meetings, sharing information and working collaboratively with other staff and volunteers to ensure all services are delivered.
- 3.2 To work collaboratively with colleagues in other agencies.
- 3.3 To adhere to all service standards, policies and procedures of Carers Together.
- 3.4 To administrate and organise own work to ensure that it meets quality standards, deadlines and reporting requirements.
- 3.5 To undertake any other tasks or duties that may arise which are commensurate with the general level of this post and as directed by the designated line manager.

### 4. Management

The post holder will receive day to day management, supervision and appraisal from the Chief Executive.

### 5. Working conditions

Flexible working between the hours of 9 am – 5 pm is permitted subject to the demands of the service.

Some evening and weekend working may be required.

Overtime will not be paid, but approved time worked in excess of the postholder's contracted hours should be taken as time off in lieu.



Full-time employees have a holiday entitlement of 30 working days (222 hours) per year plus statutory/bank holidays. For part time staff, holiday entitlement is calculated on a pro-rata basis based on their contracted hours.

This job description is intended as a guide to the duties and responsibilities of the post and may be amended from time to time, subject to developing organisational needs, and following appropriate consultation with the post holder.

**Person Specification**

<b>Section</b>	<b>Criteria *</b>	<b>Assessed By**</b>
Education	GCSE English and Maths (grades A – C) or equivalent qualification (E)	A
	Qualification in digital media or digital engagement (D)	A
Knowledge	Well-developed knowledge of digital media platforms and their use in sharing information, raising awareness and establishing networks (E).	I
	An understanding of issues relating to Carers (D)	I
Skills	Strong written communication skills with the ability to summarise information to convey key messages (E).	I
	Ability to identify trends in digital media and digital engagement to identify areas for development and/or improvement (E).	I
	Ability to analyse quantitative and qualitative data to evaluate performance of and/or engagement with digital campaigns or content (E).	I
	Ability to build relationships and engage with a wide range of internal and external stakeholders (E).	I
	Ability to create and manage a digital media / digital engagement calendar to facilitate the sharing of relevant and timely information (E).	I
Experience	Working with a variety of digital platforms to produce and manage content (E).	A/I
	Management and development of organisational digital media accounts (E).	A/I

	Working with a range of software packages to enable effective digital communications eg Hootsuite, Photoshop, Final Cut Pro, Premiere Pro, Audacity or other media editing software (E)	A/I
	Contribution to the development of organisational marketing and communication plans (D).	A/I
General	Strong planning and organisational skills (E)	A/I
	Ability to manage a busy and diverse workload with multiple competing priorities (E).	I
	Willingness to undertake training relevant to role, or wider organisational activity (E).	I
	Commitment to ongoing professional development (E).	I

\* Essential (E), Desirable (D)

\*\* Application form (A), Interview (I), References (R), Selection Exercise (S), DBS (D)