

## Role Profile

<b>Job Title:</b>	Digital Communications Officer
<b>Based:</b>	The Stables
<b>Hours:</b>	Part-time – 20 hours per week with some home-working
<b>Contract:</b>	12 months fixed term contract with scope for extension
<b>Reporting to:</b>	Marketing and Communications Manager
<b>Remuneration:</b>	up to £27,000 pro-rata plus benefits (dependent on experience)
<b>Direct Reports:</b>	None

### Job Purpose:

We are looking for a digital-savvy storyteller with excellent attention to detail to raise Launchpad's profile. Working across social media, the website and email marketing, the digital communications officer will create compelling content about Launchpad's services, clients and supporters; engage and inspire audiences; and grow the charity's reach and conversions.

### Key Responsibilities

- **Storytelling and content creation**  
Keep abreast of support and fundraising activities to plan and create engaging, audience-relevant and varied copy, images and video content for Launchpad's digital channels.
- **Social media**  
Manage Launchpad's social media channels – planning and scheduling both organic and paid-for content; responding to comments and sharing relevant posts; and identifying opportunities to grow our audiences.
- **Email marketing**  
Produce and disseminate Launchpad's monthly email newsletter and regular targeted e-shots to supporters.
- **Website**  
Edit content, source images and create new pages for Launchpad's website.
- **Fundraising campaigns and events**  
Work collaboratively with the fundraising team to provide digital support for fundraising events, campaigns and third-party fundraising.
- **Reporting**  
Monitor, analyse and report on the performance of Launchpad's social media channels, website and email marketing open and click rates.
- **Resources library**  
Build and maintain the charity's resources library - including event and stock photography; a bank of case studies and quotes; consent forms; and impact statistics.

- **Brand guardian**

Support the Communications and Marketing Manager with ensuring brand and house style consistency across the organisation, advising colleagues where needed.

### **General Responsibilities**

- Assist in the awareness-raising of homelessness and the needs of homeless people in the wider community.
- Liaise with external suppliers, agencies and freelancers as required.
- Keep up to date with digital communications best practice, especially within the charity sector – including changes to digital innovation, legislation and codes of practice.
- Work flexible hours as necessary to meet the needs of the service, contract and customers.
- Proactively promote Launchpad to other organisations and partners across Reading.
- Represent Launchpad at external meetings in a positive, professional manner.
- Attend and participate in internal and external meetings virtually and/or in person, reflective practice, group briefings, 1-to-1's and annual reviews, qualifications and training courses etc as required.
- Assist with the development of policies, procedures and practices in relation to departmental activities as required.
- Observe Launchpad's values of Respect, Empower, Integrity and Influence by working positively as part of a team delivering vital high-quality services to promote a working culture where all are valued and encouraged.
- Operate within the framework of policies and procedures adopted by Launchpad.
- Undertake any other duties commensurate with the role.

## Person Specification

### Knowledge, Skills and Behaviours

- Excellent copywriting skills.
- Excellent attention to detail to meet high standards of accuracy.
- Strong interpersonal skills, with the ability to communicate effectively at varying levels within the organisation, as well as with external suppliers and stakeholders.
- Strong project management skills with an ability to prioritise, manage a varied workload and work to deadlines.
- Able to sensitively manage the complex topic of homelessness and its causes.
- Willing and able to work collaboratively as part of a small team, as well as independently.
- Willingness to work flexibly, including occasional evenings and weekends to support events.
- Passion for preventing homelessness and an interest in the cause.

### Experience

- Comprehensive digital experience including:
  - ❖ Managing and creating engaging content for social media channels, including paid-for
  - ❖ Creating, editing and publishing website content via content management systems, e.g. WordPress
  - ❖ Using analytics (including Google Analytics) to report activity and trends
  - ❖ Producing and sending audience-relevant content via email marketing platforms e.g. MailChimp.
- Telling compelling stories about an organisation's services, supporters and clients.
- Range of experiences working within marketing and communications, ideally for the charity sector.
- Managing a Google Ad account and Google Ad Grants (desirable).
- Interviewing vulnerable people with great discretion and care (desirable).
- Using Adobe CC software to edit photography and graphics (desirable).

### Education, Qualifications and Training

- Five GCSEs including English and Maths at grade C or above.
- Holds a marketing or communications degree (desirable).