JOB DESCRIPTION

A  JOB DETAILS

Job Title:  Digital Officer
Salary Band:  £22,303 - £28,292
(Top end of scale includes London weighting, which applies only to London based staff)
Location:  London or Doncaster
Line Manager:  Senior Digital Officer

B  PURPOSE

1. To support the Digital team to plan and produce content across Relate’s owned digital channels.

2. To develop digital marketing campaigns that enable Relate to communicate with our key audiences about our services.

3. To drive engagement through our social channels, increasing our reach.

4. To support the Policy and External Affairs directorate in delivering against the influence and visibility goal for Relate and the Federation.

C  DIMENSIONS

C1  Financial direct  TBC
C2  Financial other  None
C3  Staff responsibilities: direct  None
C4  Staff responsibilities: indirect  None

D  AUTHORISATION DETAILS

Prepared by:  James Small and Helen Moreno
Date:  August 2014
Revised:  September 2014

E  PRINCIPAL ACCOUNTABILITIES
Planning and performance

1. Work closely with Counsellors to develop early intervention content through our websites. Commission, source and create high quality rich content from a variety of sources to support, inform and educate.

2. Support with quality assuring content and contributions to agreed standards and guidelines.

3. Work with the Senior Digital Manager and the Senior Digital Officer to develop, deliver, promote and evaluate digital marketing campaigns that enable Relate to communicate with our key audiences.

4. Input into digital marketing campaigns through PPC, email and display networks.

5. Provide timely updates for our blog and social channels, sparking debate around relationship issues and engaging with clients, supporters and influencers.

6. Work with the Senior Digital Manager and the Senior Digital Officer to implement and build on Relate’s digital strategy.

7. Provide editorial and digital marketing support for Relate Centres.

8. Respond to user queries from the website.

9. Provide weekly reports to line managers and project managers to ensure progress is evaluated and tracked. Provide detailed reports and presentations to stakeholders and funders.

10. Be responsible for driving unique visitors, referrals and registrations and to conduct ongoing monitoring to ensure any risks are identified and mitigated against.

11. Support the delivery of training activities and for some projects taking responsibility for the delivery of these activities.

12. Work seamlessly across department or team boundaries in a collaborative and constructive manner.

13. Attend regular meetings with colleagues in Doncaster to ensure open lines of communication.

14. Update job knowledge and skills by participating in continuous professional development, e.g. training, professional/trade publications, maintaining personal networks, and membership of relevant professional organisations.

15. Ensure appropriate performance management systems and processes are in place and that customer / client confidentiality is maintained at all times in line with Relate’s existing policies and procedures and relevant legislation including the Data Protection Act.

16. To act as an ambassador for Relate, continuously championing the brand, vision and values both internally and externally.
F. KNOWLEDGE, SKILLS, EXPERIENCE

Essential skills and competences:

- Minimum two years experience working in a digital marketing or digital communications environment;
- Demonstrable creative approach to developing, implementing and evaluating digital media activities;
- Excellent written English and understanding of writing for digital, adaptable to different styles and tones of voice;
- Experience of publishing using a Content Management System (CMS);
- Multimedia production skills;
- Understanding of working within a strong brand identity;
- Substantial practical experience of using social media to extend reach of an organisation including through campaigns;
- Proven account management skills acting as interface between user and technical systems;
- Use of website tracking analysis software to measure and improve digital media activities;
- Understanding of digital marketing and SEO best practice;
- Demonstrable experience of writing and presenting reports;
- Ability to work on own initiative;
- Ability to analyse complex problems;
- Ability to communicate, negotiate and influence;
- Ability to work as a member of a team;
- Strong business administrative skills;
- Ability to inspire trust.
- Aware of and sensitive to equal opportunities issues;

Managerial

- Experience of managing volunteers and providers of content;
- Experience of overseeing projects and ensuring they deliver on time and to budget;
- Ability to develop systems and procedures;
- Ability to delegate and prioritise.

Desirable skills and competences:

- A marketing or journalistic qualification;
- Experience working with Drupal or a similar open source publishing platform;
- Knowledge and/or experience of Relate’s work and practice;
- Knowledge and / or experience of the voluntary sector;
- Experience or knowledge of working across a Federal structure.

G. ADDITIONAL INFORMATION

None