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| **Job Description** | |
| **Designation for the purposes of this period:** | **Digital Communications Officer** |
| **Reports to:** | Marketing and Events Manager |
| **Responsible for:** | n/a |
| **Duration:** | Six months initially, with possibility of a further extension |
| **Hours of work:** | 35 hours per week – Monday to Friday 9am to 5pm. |
| **Location:** | The role will be based in in the Sudbury, Suffolk office |
| **Salary:** | £21,500.00 to £24,500.00 PA depending on experience. |
| **Job Description last reviewed:** | September 2021 |

1. **CONTEXT AND PURPOSE OF ROLE:**
   1. Hourglassis the only charity in England, Northern Ireland, Wales and Scotland dedicated to calling time on the harm, abuse and exploitation of older people. We support older people experiencing (or at risk of) harm, abuse or exploitation, and work towards safer ageing and a fairer society for all older people.
   2. The Digital Communications Officer will have day to day responsibility for coordinating the digital presence of Hourglass – working closely with the rest of the Marketing team and guided by them, with input from the Executive Team.
   3. The post-holder will be working with the Marketing and Events Managerto interpret the charity in new and innovative ways, sharing stories using a variety of platforms such as Instagram, Twitter, Facebook, YouTube, LinkedIn and the charity’s website.
   4. The post-holder’s main target will be to develop, grow and diversify the audience and demographics of the charity’s social media reach.
   5. This role will require a proactive approach to changing day-to-day priorities, including working on multiple projects simultaneously and to maintain a good working relationship with members of the whole charity team to ensure fluidity in information gathering and presentation.
2. **MAIN DUTIES AND RESPONSIBILITIES**
   1. Assist the Marketing and Events Manager and Digital Development Officer to develop and grow the charity’s online and digital presence across Twitter, Instagram, LinkedIn Facebook and YouTube in line with the social media strategy
   2. Working with teams across the charity and external agencies to develop creative and innovative new ways of using the charity’s core messages to better engage existing and new audiences.
   3. To write and edit content for social media – liaising with the appropriate staff members wherever necessary.
   4. To source and utilise graphics, imagery and video content for the charity’s digital channels
   5. To support the charity’s aims by promoting programmes, events and campaigns online
   6. To work with the Marketing and Events Manager to support conference and events promotion and organisation
   7. Increase the newsletter subscriber database, whilst developing different audiences (fundraising, nation specific audience, events) and managing the tags accordingly.
   8. Provide information to the Performance and External Affairs Teams to evaluate success of campaigns using Google Analytics and other analytics tools.
   9. Responding to posts, engagements and enquiries on the charity’s social media channels

2.8 Assist the Marketing and Events Manager with all digital and traditional aspects of the marketing plans for the four nations the charity supports, as and when required and appropriate.

2.9 Monitoring developments in digital engagement technology, new tools and approaches, to increase digital engagement in order to keep the Marketing and Events Manager and DCEO updated for training purposes.

2.10 Work with the Marketing and Events Manager and other members of the Marketing Team to create marketing materials within brand guidelines for the charity and ensure these are represented and presented within the digital channels.

* Optimize content following search engine optimization (SEO) and pay-per-click (PPC)
* Implement facebook ads, from lead generation to facebook remarketing

1. **CAMPAIGNS AND GENERAL**
   1. To contribute to Hourglass campaigns and projects as directed by the Marketing and Events Manager.
   2. To ensure that relevant manager has strong and accurate performance data for all digital comms, social media initiatives and all other marketing-related engagement statistics*.*
   3. To be willing to work alongside volunteers and other temporary staff to ensure the successful initiative outcome.
   4. Monitor media and update DCEO & Marketing and Events Manager with relevant press stories
   5. To act as a member of the team and carry out any reasonable duties as requested.

**PERSON SPECIFICATION**

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| **Essential** | **Desirable** |
| One-year minimum experience in information, communications and social media. | Ability to use own initiative |
| Experience using Mailchimp (or equivalent platform) | Ability to plan, prioritise and manage projects to tight deadlines. |
| Experience in executing paid for social media campaigns on Facebook, including lead generation and Facebook remarketing ad campaigns | Skilled at developing and maintaining internal and external working relationships |
| Experience updating content on the website (Drupal ideally) | Innovative and creative, able to identify and act upon new opportunities |
| Excellent communication skills, including written and verbal | Flexibility and willingness to travel in the UK and to work some unsocial hours |
| Educated to A Level or equivalent with English and Maths GCSE at level 4 or above (or equivalent) | An ability to demonstrate a positive attitude to older people and a demonstrable interest in challenging elder abuse, coupled with an ability to deal appropriately with sensitive issues |
| Thorough knowledge of MS office |  |