JOB DESCRIPTION

JOB TITLE: Digital Content Officer

TEAM & DEPARTMENT: Marketing & Corporate Communications

LAST UPDATED: 29 August 2017

RESPONSIBLE TO: Digital Marketing Manager

RESPONSIBLE FOR: N/A

MAIN PURPOSE:
To create and manage digital content for NCT's website, social media, email and other digital channels to increase our reach, brand awareness and grow the number of enquiries of the charity's key products/services.

RESOURCES CONTROLLED
- None

JUDGEMENT AND DECISION MAKING
Judgement is exercised in prioritising work strands and quality of content provided by other teams.

LIAISON
The post demands the ability to liaise effectively with staff and volunteers as part of a team within Marketing & Corporate Communications.

AUTHORITY/SUPERVISION RECEIVED
- Monthly 1:1 meetings with Digital Marketing Manager
- Weekly digital marketing team meetings

MAIN RESPONSIBILITIES & DUTIES:

Website
- Researching, writing/producing and editing high quality SEO-friendly content copy and content for the NCT digital channels.
- Work with the IT team to create new pages and/or sections and resolve any technical issues with the NCT website.
- Support the development and implementation of an effective customer lifecycle that delivers maximum value to parents.
- Manage content and experience optimisation.
- Use analytics to improve content, experience and impact.
- Manage and train new content editors so they can maintain their different pages and areas of the NCT website.
- Set up new volunteers and help existing ones to access the NCT website.
- Be the central point of contact for daily queries/requests about the NCT website.
- Create and maintain appropriate processes for housekeeping the NCT website. Update the website guidelines for staff and volunteers.
- Follow NCT's editorial policy and ensure the website meets copyright and data protection compliancy.
Social media
- Develop, maintain and monitor social media channels using Hootsuite.
- Work with the colleagues to produce a social media publishing schedule.
- Work with colleagues to plan and create social media campaigns.
- Create digital content to engage and drive traffic to the NCT website.
- Engage and develop relationships with NCT branches to help them with their social media queries.
- Develop content, in line with the brand, including images, video and audio.
- Edit content to fit with the NCT style and mission including sourcing appropriate images and permissions.
- Day-to-day management of NCT’s social media activity on existing and emerging platforms including comments and enquiries.
- Produce regular social media activity reports.

Email
- Work with colleagues to manage dotmailer accounts and ensure the charity is using its email platform to its full potential.
- Create and send email campaigns as when and needed.
- Review and sign off all email content.
- Work with the Membership Communications Officer and IT team to gain data sets as and when is needed.
- Support colleagues and provide guidance on using NCT’s email platform solution, so they can send out their email communications.
- Manage the suppressions on a daily and monthly basis.

Monitoring and evaluation
- Track and evaluate the success of website and social media campaigns using analytic tools and feed this back to others for future improvement.
- Measure, analyse and deliver actionable insight on marketing activity.
- Updating the tactical tracker to monitor marketing activity.

Working as an effective team member
- Manage listing site placements and develop in-bound linking.
- Build strong relationships with other teams across NCT.
- Participate in marketing team meetings and contribute to overall department targets.
- Advise other staff members on the most effective promotional use of NCT’s digital channels and work with them to ensure necessary messages are delivered efficiently.
- Support the Digital Manager on specific projects and campaigns.

Administration
- Keep performance and reporting data up to date and use to produce analysis and actionable insight.
- Maintain the weekly work priorities and time plan.
- Produce social media guidance and training for staff and volunteers.
- Produce website guidance and training for staff.
- Keep up-to-date on new developments in digital marketing and where necessary develop plans for adopting appropriate change.

GENERAL DUTIES AND RESPONSIBILITES OF ALL NCT EMPLOYEES
- To represent the NCT appropriately at all times.
- To lead by example.
- Be accountable and ensure the effective and efficient running of NCT.
- Adhere to all NCT’s policies and procedures.
• Treat all colleagues, volunteers and members of the public with dignity and respect.
• To adhere to NCT’s equal opportunities ethos and policies.
• To work additional hours, as required, in order to meet the requirements of the role.

PERSON SPECIFICATION
SKILLS LEVEL, KNOWLEDGE AND EXPERIENCE

ESSENTIAL
• Minimum 3 years’ experience working in digital communications either in an agency or in-house.
• Excellent writing, editing and communications skills. Focused with a high level of attention to detail and experience of writing content for different audiences.
• Writing and editing content for a dynamic website and social media. Able to be creative, proactive and resourceful to get work done quickly and to a high standard.
• Use of content management systems, preferably Drupal to create and manage web content for an organisation.
• Use of email platform solutions to create campaigns and measure their success.
• Use of image editing software, i.e. Adobe Photoshop and video editing software, preferably Adobe Premiere.
• Management of social media channels in a professional capacity for an organisation.
• Track record of using social media tools to drive engagement, conversions and brand awareness of an organisation.
• Has worked with a range of stakeholders including external organisation, suppliers and internal stakeholders.
• Multi-tasker accustomed to prioritising work schedules and working to tight deadlines.

DESIRABLE
• Experience of the voluntary sector.
• Broad understanding of copyright law, web accessibility, data protection and cookies compliance.
• Interest in the NCT’s area of work or community issues.

QUALIFICATION
• Undergraduate degree and/or relevant qualification

Only needs to be completed for existing employees who have a change to recruited job description.

JOB HOLDERS SIGNATURE

DATE

DIRECTOR/SNR MANAGERS SIGNATURE

DATE

HEAD OF HR SIGNATURE

DATE