ROLE PROFILE
Digital Communications and Content Officer

Job Title | Digital Communications Officer
Reporting to | Director of Communications and Marketing
Grade | Salary £26-28K
Line Management responsibility | Nil
Location | UK

Key accountabilities

Job purpose
The Digital Communications Officer is responsible for helping build the reach and profile of the British Asian Trust across our various digital channels (website, social media, e-newsletters etc) and will take the lead on content creation. The role project manages and delivers creative, exciting and effective digital content and communications plans and campaigns and will drive our digital engagement strategy to increase advocacy and support for our work across both the UK and South Asia. You will work closely with our Director Communications and Marketing and be required to work collaboratively across our teams based in both the UK and in our country offices.

Key accountabilities

Social media
• Design and implement social media strategies and campaigns to profile the British Asian Trust’s key programmes, products and events including the Royal Annual Dinner, The Big Egg Hunt, Animal Ball etc
• Manage the British Asian Trust’s social media channels (Facebook, Instagram, LinkedIn, Twitter) and maintain a content calendar coordinating content and posts around our programmes, campaigns, fundraising and events
• Design social media strategies and content to engage key audiences and drive traffic to British Asian Trust websites
• Manage dialogue with the British Asian Trust’s social media communities by responding to and driving conversations, as well as play an active role in preparing for, and responding to, issues affecting brand perception and reputation
• Manage the British Asian Trust’s social media
• Run, measure and optimise social advertising campaigns across the Trust’s social media channels
• Respond efficiently to enquiries by monitoring, tracking and reporting on feedback and comments across social media platforms
• Lead on exploring the expansion of our social media platform portfolio

Website management
• Maintain and develop the British Asian Trust’s various websites, producing and developing blogs and website content, and monitoring the effectiveness of the user experience via Google Analytics and other reporting tools
• Develop and maintain website management policies and procedures
• Update and optimise website content for maximum impact

Content management
• Provide engaging copy, images and video content for digital channels
• With the Communications Manager, coordinate small scale digital content projects, liaising with stakeholders to gather requirements and understand needs, before working with the wider team to suggest solutions and guide them to completion.

Marketing and advertising
- Support the marketing and promotion of the British Asian Trust's websites and other online services, newsletters and e-bulletins and contribute to the Trust's marketing strategy as required.
- Maintain a solid understanding of the changing needs of our digital audiences and the channels they use, plan and schedule digitally driven campaigns
- Oversee planning, production and distribution of regular e-communications and marketing, working closely with the Communications Manager via the Trust's CRM
- Identify key events and other opportunities to increase the British Asian Trust's digital visibility throughout the year such as international days and partner events
- Ensure effective donor journeys which provide a consistent user journey through our online channels and support income generation
- Develop an influencer engagement strategy to identify, manage and liaise with priority digital influencers to help increase the visibility of the Trust's activities and communications
- Develop social media toolkits for influencers and British Asian Trust spokespeople

**Analytics and reporting**
- Report on social and wider digital campaigns using analytics tools
- Analyse ongoing results to identify trends and insights and produce reports to share with the wider team which provides reflections on goals and learning

**Learning and development**
- Keep up to date with latest developments and trends in digital marketing to identify opportunities to grow and connect to audiences

**Administrative**
- Develop and maintain a Digital Asset Management system; collating and storing data such as keywords and tags and sourcing appropriate stock images.
- Coordinate external digital support, as required, from external suppliers

**General responsibilities**
- Contribute to team meetings and organisational priorities, and to prepare for and participate in regular supervision and appraisal meetings
- To be flexible within the broad remit of the post
- To take direction on new projects and priorities which may vary from time to time
- To abide by organisational policies, code of conduct and practice, and to work within a framework of equal opportunities and anti-discriminatory practice

**Key relationships**

**Internal:**
- Director Communications and Marketing
- Communications and Marketing Team
- Fundraising teams
- In-country teams (India, Pakistan and Bangladesh)

**External**
- External suppliers
- Ambassadors and influencers
- Programme delivery partners

**Person Specification**

**Experience**
- Experience using content management systems
| Strong technical knowledge of social media platforms and management tools, as well as SEO tactics and content management systems |
| Experience maintaining online / spaces and channels including responding to interactions |
| Experience developing and publishing work, including evaluating, reviewing and developing publications and websites |
| Experience marketing and promoting key channels and content |
| Experience collecting analytics and data on social media and websites performance, such as Google Analytics, and using data to inform strategies for future work. |
| Experience writing copy for social media, websites and newsletters. |
| Experience of using CRM systems and/or mailing software (eg. MailChimp, Pardot) to produce and email newsletters. |
| Good photography/videography skills and competent using editing software programmes such as Adobe Suite. |

Personal attributes/qualities
- Entrepreneurial, self-starter, able to work independently
- Ambitious, innovative, and self-motivated
- Driven and dynamic
- A great relationship builder
- Enjoys working as part of a small and busy team
- Open to new ways of working, learning new tasks and skills as required
- Passionate about South Asia, international development and supporting people to transform their lives