



## **Job description**

Job Title:	Digital Communications Officer
Responsible To:	Communications Manager
Responsible For:	Not Applicable

### **Purpose of the job**

Working alongside the Communications team to create and deliver communication activities for the charity ensuring the implementation of MS-UK's strategic aims for its brand, marketing, information and engagement.

### **Main responsibilities**

Planning and producing copy, images, photos and video for printed and digital channels, including New Pathways, e-newsletters, website, social media and blog

Ensuring all marketing and communications are aligned to our brand and support our key messages

Create and deliver exciting digital campaigns ideas and monitor and report on their success

Creating, designing and sending regular e-news for different services across the charity

Regularly auditing and optimising the MS-UK website including search engine optimisation and Google AdWords

Monitoring and reporting on all marketing activity, on- and offline and provide timely analysis to the Communications Manager



Leading on the technical maintenance of all digital assets and working with suppliers where necessary

Supporting the Communications Manager with all engagement activities

Working with graphic designers to produce digital and printed materials

Keeping up to date with emerging trends in marketing, charity and digital sector and seeing how these innovations can be applied

Regularly reviewing, adapting and optimising digital and printed content in response to audience engagement, research and analysis

### **Other**

It is a requirement of the position to remain flexible within your role and to operate across other roles as business needs require for example, to provide cover when other members of the team are unavailable.

A willingness to be involved in the wider work undertaken by MS-UK is required.

You will be expected to attend fundraising and marketing events as and when required. This may involve occasional weekend or evening work.

You must comply with our internal policies and procedures e.g., Health and Safety Policy

*This is not an exhaustive job description, and these duties may change from time to time to reflect changes in the organisation's circumstances. MS-UK therefore reserves the right to vary the job description in consultation with you.*

### **Key skills and experience**

An experienced digital marketer, ideally within the charity sector

Excellent communication skills, written and verbal

Excellent copy writing and proofreading skills with excellent attention to detail

Ability to create high quality images, photos and video for digital channels

Ability to develop and work to a plan with tight deadlines, understanding what needs to happen and who needs to be involved

Ability to understand and develop plans in response to emerging trends



Strong working knowledge of Facebook, Twitter, LinkedIn, Instagram, Mailchimp, Hootsuite, WordPress (or similar) and Google Analytics

Strong understanding of SEO and Google AdWords

Confident in data manipulation, research, analysis

Creative flair and passion for communications and marketing

Eye for good design

Strong research and analysis skills

Knowledge of copyright

Proven organisational, time management and multitasking skills

A flexible team-player with a can-do attitude, who works well collaboratively

Eagerness to share and network with others