



Job Description:

Digital Communications Assistant

Role Description

As Digital Communications Assistant you will be responsible for delivering compelling digital content across all Homeless World Cup Foundation (HWCF) communications platforms. The Digital Communications Assistant will lead on delivering the social media strategy and managing the social media channels, which includes planning and creating content, with the support of the Marketing Manager. The goal is to deliver engaging content that will grow our following and move them to become supporters of the HWCF.

This role will also support the Marketing Manager on website management, analytics, and digital marketing. Your role will include being able to coordinate and manage the creation of all digital marketing content such as the website, blogs, online newsletters, infographics, videos etc.

You will have experience in creating engaging and relevant digital content and be able to analyse the success of this content according to performance indicators. The Digital Communications Assistant will also monitor social media channels and respond to day-to-day queries and use this experience to identify new opportunities in digital outreach.

You will report directly to the Marketing Manager and will liaise with the rest of the management team on a day-to-day basis.

In addition to assisting the Marketing Manager across online communications and occasionally traditional communications, you will be responsible for the elements below:

Key responsibilities:

Social Media Management

Reporting directly to the Marketing Manager, you will coordinate and oversee all content dissemination across the HWCF social media channels in accordance with HWCF marketing and communications strategies.

Key responsibilities include:

- Create and deliver social media strategies in coordination with HWCF marketing and communications strategies
- Run social media channels on a day-to-day basis, responding to queries as necessary and in accordance with the HWCF marketing and communications strategies and standards
- Develop and optimise social media outputs, including text, images, video and audio to reach wide-ranging target audiences
- Protect and enhance the HWCF's public reputation when speaking on its behalf on social media channels
- Spot trends and advice on best social media content, platforms and new technologies
- Maximising followers across HWCF social media platforms
- Analysing social media insights and analytics to guide future social media campaigns and form reports
- Form key relationships with influencers across social media platforms
- Develop a content calendar across all platforms ensuring a constant supply of relevant content

Website

Key responsibilities include:

- Ensuring the website content is up to date and factually accurate
- Copy writing for website articles
- Day-to-day management of the HWCF website



- Use Google Analytics and other data sources to assess efficiency of the HWCF website
- Assist the Marketing Manager with creation and developing the look and feel of the website

Newsletter/Blogs Creation

Working closely with the Marketing Manager, you will assist in the creation and delivery of online newsletters and blogs in accordance with HWCF communications strategies.

Key responsibilities include:

- Identifying compelling stories to feature in specific output
- Manage newsletter and blog subscribers by importing contacts from relevant sign-up forms and in accordance with GDPR
- Generate reports to identify trends and opportunities for improvement
- Support the Marketing Manager to ensure sponsors' and stakeholders' needs are being met

Partner Communications

- Liaise with International Partnerships Manager to deliver stakeholder newsletters and webinars
- Liaising with HWCF Network of Street Football Partners for the collection of content and resources to be included on the IPASS Portal and other channels
- Engaging with Partners on the HWCF social media strategy

Desirable skills:

Design and video production

- Design and create reports and presentations in line with HWCF brand guidelines
- Image and video editing of content to share across HWCF channels
- Help maintain the brand identity across all output
- To support the Marketing Manager on video production and design

You will need to have:

- A solid understanding of the use of a range of social media platforms
- Creative skills for contributing new and innovative ideas
- Excellent team working, collaboration and networking skills
- Organisational skills, with the capacity to prioritise and work across multiple projects
- The ability to work well under pressure in order to meet deadlines
- Skills in data analysis and interpreting statistics
- An eye for detail and the ability to work accurately
- Motivation and commitment