

Job Description and Person Specification

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| Job title: | Digital Communications Officer |
| Hours of work: | Full time (37.5 hours per week) |
| Duration: | Permanent |
| Salary: | Up to £25,896 (depending on experience) |
| Holidays: | 36 days, including public holidays |
| Location: | Hybrid working (WFH and/or office based in Edinburgh or Glasgow) |
| Reports to: | Communications Manager |
| Closing Date: | 5pm Monday 8 November 2021 |

About Waverley Care

At Waverley Care, we take a positive approach to HIV, Hepatitis C and Sexual Health. We work closely with communities, starting conversations about these issues, encouraging people to access testing and empowering them to make choices that improve their health and wellbeing.

We're also here for people living with HIV or hepatitis C, working with them to understand their needs and offering practical support that helps them to live well.

Everything we do is guided by the experiences of the people we work with. By sharing these experiences, along with information people can trust, we want to challenge the stigma associated with HIV, hepatitis C and sexual health, and address the broader inequalities that our communities face.

You can find out more about the work we do at our websites:

- www.waverleycare.org
- www.s-x.scot
- www.wavehighland.com

About the post

The Digital Communications Officer position is a newly created role to support the work of the Communications Manager. Though the organisation is well established, and is one of Scotland's most well-known charities, there is much work to be done on strengthening our digital communications, paying particular attention to our websites and social media platforms.

You will be responsible for shining a spotlight on the work we do, why we do it and the impact it has on our service users through inspiring storytelling and data driven strategy. In addition to working closely with our service delivery teams, you will work closely with our Fundraising Team and support them in achieving their targets.

You will play a pivotal role in assisting with the development and delivery of a new, digitally focused, communications strategy for the organisation.

About the person

We are looking for a highly engaged and motivated communications professional who can bring the following attributes to the role:

- An experienced and driven digital communicator, with excellent copywriting skills and an eye for a story.
- A proactive individual with an infectious enthusiasm for digital communications and their finger on the pulse of new developments in digital marketing and communications.
- A team player who can develop strong working relationships across a range of operational teams and stakeholders who work with us to deliver services.
- A commitment to continued professional development.
- An interest in our work and the life changing impact it has.

Responsibilities and duties

The post holder will have responsibility for delivering the digital aspects of the charity's communications strategy.

Key responsibilities

- Contribute to the development of a digitally focused communications strategy.
- Management of all social media channels, including the creation and scheduling of engaging content tailored to the audience profile of each channel, responding to inbound messages, and regular monitoring and evaluation of content performance.
- Creation, management, and evaluation of all paid advertising campaigns on Facebook, Instagram and Google.
- Management, development, monitoring and evaluation of all Waverley Care's websites (Waverleycare.org; S-X.scot; Wavehighland.com).
- Creation of designed assets and short videos for use on social media and website in line with brand guidelines.
- Creation of monthly e-newsletter to supporters and stakeholders.
- Work with colleagues from across the organisation to develop campaign plans which make the best use of our digital communications channels.
- Work with colleagues from our fundraising team to support their efforts to expand their digital fundraising capabilities.
- Production of regular reports providing insight on the effectiveness of the charity's digital communications channels.
- Adherence to all the charity's policies, procedures and working practices.

Person Specification – Digital Communications Officer

| Skills and Experience | Essential | Desirable |
|--|-----------|-----------|
| 2-3 years' experience working in a similar role | X | |
| Degree or professional qualification in communications or marketing | | X |
| Experience of working in the not-for-profit or public sector | | X |
| Membership of professional organisation e.g. CIPR, CIM | | X |
| Demonstrable experience of copywriting for social media and websites | X | |
| Fluent in the use of social media platforms | X | |
| Ability to suggest and implement imaginative ways of using new technology and social media to raise awareness of Waverley Care | X | |
| Experience of managing paid for advertising on Facebook and Instagram | X | |
| Experience of using Google AdWords | | X |
| Confident in using website content management systems | X | |
| Skilled in the use of Google Analytics | X | |
| Basic HTML skills | | X |
| Ability to work to tight deadlines while paying attention to detail | X | |
| Intermediate design skills using Adobe software or cloud-based platforms e.g. Canva | X | |
| Basic video editing skills | X | |
| Experience of drafting reports for senior staff | | X |
| Experience of delivering training on digital communications to colleagues | | X |