



**JOB DESCRIPTION  
FOR  
Social and Digital Communications Officer**

**Reports to:** Senior Visual Content Officer  
**Base:** Norfolk

**Department Overview**

The Communications and Public Affairs Department works to raise the profile of World Horse Welfare, gain greater support, advance its campaigns and act as the guardian of the charity's reputation and image. It is comprised of nine posts.

**The principle roles of this post are:**

The Social and Digital Communications Officer helps to create and publish the charity's social media and digital communications, ensuring accurate content and the right brand look, feel and messaging. Working closely with the Senior Visual Content Officer, the Written Content Officer, the Design Officer, the Fundraising team and other departments, the Social and Digital Media Officer organises and proactively seeks stories and other content from across the organisation to engage audiences through our digital media channels, including social platforms, the website and email. A key part of this role is testing and refining approaches to increase reach, engagement, website traffic and donations and to rigorously monitor and evaluate results to inform further activity.

**Key Relationships:**

The Social and Digital Communications Officer will work closely with:

- Senior Visual Content Officer
- Written Content Officer
- Design Officer
- Senior Media Officer
- Other members of the Communications and Public Affairs Team
- The UK Welfare department and staff at the charities four Rescue and Rehoming Centres
- The Fundraising team
- Other Departments and key consultants / partners / freelancers
- Staff in head office and based remotely from Head Office

## **Duties**

- Drive publishing on the charity's social media including managing channels, planning schedules, collating and producing content and monitoring and evaluation against objectives
- Working with the Senior Visual Content Officer, Senior Media Officer and Written Content Officer, and staff from across the charity, proactively seek and develop content for Facebook, Twitter, Instagram and email that engages the audience and elicits action
- Organise, schedule and create engagement-based emails according to schedules agreed with the Communications & Public Affairs and Fundraising teams
- Help update the website and support the development and testing of new website features and applications
- Work with the Communications & Public Affairs and Fundraising teams to deliver and develop the charity's social media strategy.
- Work with our four farm centres to ensure their Facebook pages reflect charity brand and messaging and engage their local communities - providing advice and support as needed.
- Provide high quality customer service through monitoring and responding to messages and comments across social media channels.
- Proactively seek out news, trends and developments in digital communications and provide recommendations on how the charity can take advantage of these.
- Deliver social media and digital advertising to support other departments and the visitor centres as required.
- Manage and coordinate responses to supporter queries through the 'Response' email inbox.
- Assist in the building of campaigning actions through Engaging Networks software.
- Undertake monthly auditing and reporting of social media, website and Enews performance.
- Work with the Communications team and other departments to take advantage of all promotional opportunities, and carry out any reputation and crisis management on social media with the Director of Communications and Public Affairs
- Provide back-up cover or support for other members of the team where necessary.
- Work with the relevant members of the Communications Team and other Departments to ensure that all of the messages emanating from World Horse Welfare are correct, up-to-date, on-brand, on-message.

## **Other Duties**

- To comply with the policies of World Horse Welfare to ensure that risks within the working environment are reduced as low as reasonably practicable (to include completing risk assessments and maintaining files).
- To raise any health and safety concerns with line managers.
- To ensure the effective implementation of the World Horse Welfare Health and Safety management system in relation to the Annual Conference.
- Undertake other related tasks as directed by the Senior Media Officer.

**Person Specification**

	<b>Essential</b>	<b>Desirable</b>
<b>Experience</b>	<ul style="list-style-type: none"> <li>• Experience in social media management – in Facebook, Twitter, Instagram and Microsoft packages</li> <li>• Knowledge in representing brands</li> </ul>	<ul style="list-style-type: none"> <li>• Equine highly desirable</li> <li>• Video editing skills and experience</li> <li>• Adobe Photoshop</li> <li>• An understanding and experience of design and Adobe Creative Cloud programmes</li> <li>• An understanding of SEO</li> <li>• Familiarity with writing for websites and CMS systems</li> <li>• Knowledge in Facebook Insights and Google Analytics</li> </ul>
<b>Skills</b>	<ul style="list-style-type: none"> <li>• Excellent written and oral communication</li> <li>• A good sense of visual design</li> <li>• Capable of working to tight deadlines</li> <li>• Ability to work as part of a team and on own initiative</li> <li>• Well organised</li> <li>• Excellent attention to detail</li> </ul>	
<b>Personal Attributes</b>	<ul style="list-style-type: none"> <li>• A passion for social media</li> <li>• Creative approach to engaging online audiences in our work</li> <li>• Self-motivated and tenacious in seeking out content and new ideas to test</li> <li>• Ability to work with people at all levels</li> <li>• Flexible</li> <li>• Conscientious</li> <li>• Professional</li> </ul>	

	<ul style="list-style-type: none"><li>• Comfortable with technology and willing to learn</li><li>• Ability to travel within the UK and stay away from home as required</li></ul>	
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