

Job Title	Digital Communications Manager
Team	Communications
Bioregional grade	Project Manager
Salary	£31,500 - £38,000
Hours	37.5 hours/week
Location	Based at Bioregional's offices at BedZED in the London Borough of Sutton
Duration	Permanent contract

JOB PROFILE

Main purpose of the job

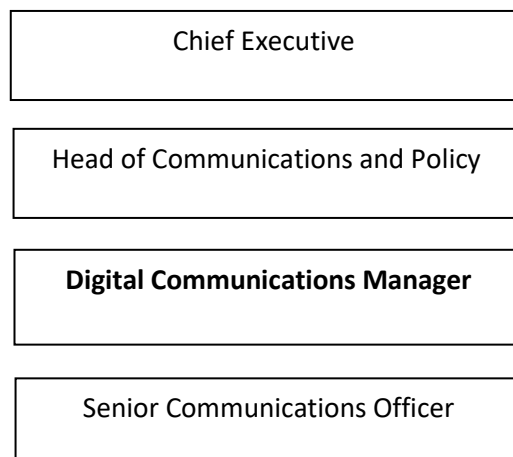
The post holder leads on Bioregional's digital engagement, including the management of the website and other digital communications including content marketing, social media and email communications. They will ensure that Bioregional's digital communications are in line with emerging best practice.

The post-holder also has responsibility for deepening Bioregional's engagement with our One Planet Living partners, working with them to source inspiring, impressive and engaging stories about their activities and achievements.

The post holder will also provide strategic and project-based communications advice to different teams within Bioregional as well as managing the production of high-profile publications including our annual impact review.

Position in the organisation:

The role reports to the Head of Communications and Policy:



Qualifications and skills level

Criteria	Essential	Desirable	How assessed
Skills	<p>Developing strategy for, and managing, digital channels including websites, social media and email marketing platforms</p> <p>Writing for different audiences, editing and proofreading</p> <p>Building and maintaining positive working relationships across teams</p> <p>Using Google analytics and in-platform analytics eg social media, email marketing to create iterative improvements</p> <p>A good eye for design</p>	<p>Indesign, Craft CMS, Google Ads, Google Tag Manager, Hotjar, Salesforce or other CRMs, simple video editing eg Canva or Adobe Spark</p>	CV, interview
Knowledge	<p>A strong understanding of communications and marketing strategy and the communications needs of different audiences</p> <p>Experience of user-centered content creation for websites including creating personas, mapping user journeys, content design etc</p> <p>Strong understanding of brand management</p>	<p>Sustainability in the corporate and built environment sector</p> <p>GDPR requirements</p>	CV, Interview
Experience	<p>At least three years of experience in a similar role, including creating high-quality digital content, such as blogs, social media graphics and videos, reports and newsletters</p> <p>Managing designers, printers and other external contractors</p> <p>Using SEO to increase organic traffic</p>	<p>Digital project management, including website redesign</p> <p>B2B marketing</p> <p>Line management</p> <p>Event management/promotion</p>	CV, interview
Qualifications	Undergraduate degree or equivalent experience		CV
Other requirements	Commitment to the aims and objectives of Bioregional		Interview

DUTIES & KEY RESPONSIBILITIES

<p>Lead on building Bioregional’s digital presence</p> <ul style="list-style-type: none"> • Lead on the development and maintenance of Bioregional’s portfolio of websites, liaising with subcontractors where necessary • Ensure website content is updated on a timely basis • Lead responsibility for developing an annual content marketing schedule, in consultation with the Head of Policy and Comms and members of the Bioregional delivery team • Manage the Bioregional blog, including proactively suggesting new blog and news story content (with a particular focus on supporting Bioregional’s marketing priorities), editing blogs and contributing own blogs where appropriate • Manage and develop Bioregional’s social media presence including Twitter, Youtube and LinkedIn • Maintain Bioregional’s Google Adwords account • Use Google Analytics to monitor Bioregional’s digital presence and produce regular reports on performance against digital KPIs • Work with our Sustainable Business Programme Manager to track lead generation via the website and Salesforce • Produce Bioregional newsletters in Campaign Monitor where required • Keep abreast of developments in digital and social media and proactively ensure we improve our approach to keep up to date with the latest trends. • Ensure that Bioregional complies with GDPR requirements 	<p>50%</p>
<p>Promote One Planet Living</p> <ul style="list-style-type: none"> • Build relationships with key individuals in One Planet Living partner organisations, sharing news about One Planet Living and encouraging them to be ambassadors for One Planet Living • Lead on ensuring brand coherence with endorsed One Planet Living partners and other organisations that use One Planet Living • Prepare bespoke annual reviews for One Planet Living partners, detailing achievements and progress against targets • Story-gather from partners and Bioregional staff – to generate content about One Planet Living for all communications materials and channels, particularly social media • Lead on OPL-themed social media: Twitter, Facebook, Instagram and Youtube • Produce assets for use by partners and partner staff to communicate about One Planet Living – to other staff, to customers and residents, and publicly • Seek opportunities to promote One Planet Living and One Planet Living Partners with relevant media and external blogs • Liaise with OPL team to develop marketing materials and resources 	<p>30%</p>
<p>Support Bioregional’s general communications activities</p> <ul style="list-style-type: none"> • Proactively identify opportunities to generate and share stories about other Bioregional activities through digital and traditional media • Provide strategic and project-specific communications advice and support to other teams within Bioregional • Act as an internal ambassador for the use of communications as a tool for change, providing communications advice and training to staff where appropriate, particularly with regard to social media. • Provide creative input into the production of Bioregional collateral, carrying out layout work where appropriate. 	<p>25%</p>

<ul style="list-style-type: none"> • Manage relationships with printers, photographers and other relevant subcontractors where relevant • Promote and help organise Bioregional events, working alongside other members of the communications team where appropriate 	
<p>Bioregional One Planet Action Plan (OPAP)</p> <ul style="list-style-type: none"> • Manage staff engagement activities for Bioregional’s One Planet Action Plan • Throughout the year, lead on the promotion of Bioregional OPAP activities (particularly on Principle of the Month) to partners and more broadly • Produce assets promoting Bioregional’s One Planet Action Plan, including supporting the production of the OPAP report. 	5%