



Digital Communications Officer

REPORTS TO: CEO

HOURS OF WORK: Full time

SALARY: £25,000 – £28,000, depending on experience

LOCATION: London, SW9 with some travel to attend meetings and events as needed

Additional benefits: Contributory pension scheme, season ticket loan, 25 days holiday, flexible working by arrangement

Main Purpose:

- To develop digital communications across the Brain and Spine Foundation (BSF) website and social media platforms.
- To take responsibility for the accurate updating, development, delivery and day-to-day running of the Brain and Spine Foundation's website.
- To promote the work of the Foundation and raise awareness of neurological problems.
- To work closely with the Helpline and Information team to develop online information resources to the highest quality standards, in line with the wants and needs of our beneficiaries and the wider neurological community.

Job Description:

Website & Social Media

- To agree, with contributions from the BSF team, an online communications plan incorporating promotion of information and support services, awareness and fundraising.
- Implement and monitor progress against the plan.
- Ensure website content is regularly refreshed, optimised, accurate and relevant, as well as being eye-catching, easy to navigate and meeting brand guidelines, working closely with the fundraising and information teams.
- Devise and implement an annual plan for social media and publicity work based on key events within and outside the charity, to maximise coverage and visibility of BSF's work.
- Manage BSF's social media pages – aiming to significantly increase our following on all social media channels – currently Facebook, Twitter, YouTube, Instagram and LinkedIn.
- Ensure a distinct and consistent image and messaging across all channels
- Oversee all mass e-communications on behalf of the team, writing and dispatching emails through MailChimp.
- Write and distribute a monthly e-newsletter; writing and commissioning articles of interest and publicising widely to potential new supporters
- Search engine optimisation – developing strategies to increase the number of visitors to our website by getting high ranking placements in search engines using organic methods and also Google Adwords

Information and Helpline

- Work with members of the team to actively monitor, participate in and moderate when necessary our Facebook Groups and Health Unlocked community.
- Work on producing online multi-media resources, including video, infographics, apps and webinars; using external support where needed.
- Develop an annual plan with the information team for developing publications and articles on topics around “Living with a neurological condition”. Seek opportunities for collaboration in this area.
- To work closely with the Helpline and Publication officers to review current and future patient/carer information.
- Provide ad hoc support as required to the Publications Editor for researching, editing and/ or proofreading new publications.
- To work as part of the Helpline team to monitor effectiveness, measure performance against the service standards and feedback on BSF online information services.

Promotion and Awareness Raising

- Promote BSF’s work through the website and social media channels.
- Use PPC (pay-per-click) tools such as Google Adwords and Facebook Ads to help draw more people to the BSF website and promote the charity online.
- Coordinate BSF’s contribution to Brain Awareness Week.
- Research and identify new methods of raising awareness of neurological problems
- Analyse awareness raising opportunities and trends and make recommendations on appropriate opportunities.
- Work with other neurological charities to publicise their work and programmes through our communication channels.

Data, Monitoring and Evaluation

- To capture statistical data monthly of website and social media use using Google Analytics.
- To devise online questionnaires using tools such as Survey Monkey, both qualitative and quantitative, to assess usage of the website and other digital tools, to support future service development and funding applications.
- Produce and analyse data to measure the success of BSF services and help make decisions about future work based on this analysis.
- Evaluate and analyse online campaigns to feed into development of future work.
- To keep up with the latest digital and information trends, and make recommendations for development of existing or new work.

Other Duties

- Support the fundraising team in their work as required.
- Work with volunteers to increase the contribution of this area of work to the wider organisation; and to engage supporters in the charity’s work.
- The post holder will undertake all the administration relating to the job and will be expected to use a full range of IT equipment.
- To attend and contribute constructively to team and other meetings as required
- Provide reports on progress and plans as required for staff meetings and Board meetings

- To contribute to the team's ongoing and annual planning, assisting with the smooth running of team systems and processes
- To positively promote the work and activities of the charity at all times
- To work within the organisation's policies and procedures, ensuring that good practice is observed at all times
- To undertake any other reasonable activity as requested by the CEO or other staff

Person Specification:

Essential
Experience of editing and writing web content and using a content management system (CMS) ideally with Wordpress or Drupal.
Experience of running social media platforms Facebook and Twitter
Educated to degree level and/or relevant professional qualification
Experience of working with the internet and using web analytics
Editing and proofreading website copy, following style guidelines
Experience of online monitoring and evaluation
Project management skills
Excellent written communication including grammar, spelling, creative writing
Good verbal communication skills with the ability to build positive relationships with internal and external contacts at all levels
Good organisational skills with the ability to prioritise and plan to manage a varied workload, and a problem solving approach
Excellent IT skills, ideally including Adobe Photoshop and InDesign
Self-motivated, able to work on own initiative with minimal supervision
Ability to prioritise and work to deadlines and targets
Proactive, with the ability to identify opportunities; to respond quickly and innovatively
Flexible approach, willing to adapt and respond to changing priorities
A team player with the ability to work in a small team
Ability to respond sensitively to people affected by neurological problems and their families
Discretion and confidentiality
A friendly, energetic personality with a 'can-do' attitude and positive manner
Ability to think laterally to make a positive contribution to the direction of the wider team
A commitment to the policies and aims of the charity
Willing to undertake occasional evening and weekend work*

Desirable
Graphic design experience in order to produce materials such as infographics
Experience of developing video, apps and/or webinars
Working knowledge of brain and spine conditions
Awareness of issues surrounding health and disability
Experience of working in the charitable or public health sectors

* BSF operates a time off in lieu scheme (TOIL) for any overtime worked