

JOB DESCRIPTION

Post title: Digital Communications Officer

Grade/salary: Grade 5

Reports to: Senior Marketing Manager

Position: 0.5FTE all year round (52 weeks) or term time (39 weeks)

PURPOSE OF THE POST

To support the ongoing management, development and delivery of digital marketing and communications channels both owned and earned, taking specific responsibility for designated channels, with a focus on the recruitment and retention of students; attracting and retaining the best staff; and building and maintaining academy brands.

To be responsible for the technical design, development and maintenance of websites and email communications, ensuring the quality and integrity of all content.

To develop and use new technologies and channels to raise profile, enhance user experience and increase audience engagement.

To generate high quality sharable social media outputs to increase reach, sentiment and engagement, assessing and implementing the tools to listen, monitor and engage in conversations.

To work flexibly and collaboratively across a portfolio and beyond as part of a highly responsive marketing and communications function.

MAIN DUTIES AND RESPONSIBILITIES

- Work closely with the Senior Marketing Manager to create, deliver and evaluate multi-platform digital communications and campaigns in line with strategic priorities, working to [Tier 2 ISBL Professional Standards](#).
- Build strong relationships with stakeholders to develop an understanding of their needs, the consumer experience, marketing strategy and operational capabilities.
- Responsible for the day-to-day development and management of websites, ensuring Ofsted compliance and the execution of best practice. Utilise appropriate technologies, in particular WordPress CMS, and provide analysis of website trends.
- Support the development of and adherence to web governance principles to maintain the integrity of all web content. Guide other users in uploading content and provide training for staff to improve quality and ensure consistency across digital marketing channels.
- Working closely with the Communications Officer, develop, manage and deliver a programme of social media activity (currently Twitter, Facebook and LinkedIn) to promote and protect trust and academy reputation, key strengths and successes.
- Devise and manage systems to listen to, monitor and engage with comments, conversations and enquiries on social media, supporting staff across the trust in developing reports on audience behaviour.

- Implement a group-wide, mass marketing email platform, and devise and manage a framework (style, structure) for email communications. Guide staff in the analysis of campaign data.
- Design and implement digital solutions and applications to deliver against briefs including databases, data-capture information architecture and user interfaces.
- Oversee the development of creative and customer focused film and animated content for use across digital channels and in presentations.
- In partnership with staff and external partners as required, develop and interpret creative briefs to identify digital concepts and solutions, including digital advertising.
- Keep up to date with popular culture and trends, be confident in the use of social media and in particular be aware of emergent digital communications platforms.
- Motivate, lead and manage direct reports and other staff as required. Allocate responsibilities, work plan and manage performance. Provide guidance, coach and support to develop staff skills, knowledge and understanding. Carry out annual appraisals, set and agree objectives, giving regular feedback to ensure targets are met.
- Monitor and evaluate all activities, producing accurate reports and data to demonstrate impact and identify areas for improvement.
- Follow relevant standards, practices and processes in order to support the quality assurance, monitoring and evaluation of marketing activities against objectives.
- Provide consistent and professional expertise in support of the overall marketing strategy.
- Embrace change, support new and collaborative ways of working, and share best practice.
- Represent the marketing and communications function at all opportunities within your role, understanding the range of skills available, as well the importance of delivering the trust's strategic aims.
- Ensure the appropriate escalation of issues and areas of concern to the relevant manager.
- Demonstrate a commitment to the ongoing development of yourself and others.

PERSON SPECIFICATION

The following qualities are all deemed fundamental to the requirements of the post. The Trust will, therefore, be seeking evidence of these in the selection process, which will include the application, interview(s) and references.

The Trust is seeking to appoint highly skilled, dynamic, flexible and committed staff with the potential to help us realise our vision and strategic objectives. The appointing panel will, therefore, require sufficient evidence of ability and achievement in each of the following areas in order to make an appointment.

Category	Essential	Desirable	Evidence
Qualifications			
Educated to degree standard (or equivalent experience)	✓		Application form
Professional qualification and/or membership of relevant professional body (e.g. CIPR, CIM)		✓	
Experience, knowledge and understanding			
Experience of digital communications including website management, social media, e-marketing and digital advertising	✓		Application form / Interview / Portfolio of work / References
Experience of working with industry standard design software packages, and successfully supporting and delivering creative design outputs	✓		
Knowledge of web services and experience in software development	✓		
Proven ability in managing and delivering a programme of social media activity, including monitoring and evaluating activity to demonstrate value	✓		
Experience of using web content management systems (CMS), in particular WordPress, in the delivery of outstanding user experience (UX) and best practice web presence governance	✓		
Exposure to the continually evolving algorithm requirements set by Google/other search engines and how this impacts on changes to content and channels		✓	
Experience of motivating and managing staff		✓	
Experienced in deploying resources and project management	✓		
Experience of using data and its analysis to inform decision-making and campaign planning	✓		
Personal attributes and qualities			
Strong interpersonal and communication skills including report writing, copywriting and/or editing skills	✓		Interview
Good planning and organisational skills with the ability to manage conflicting demands and meet deadlines	✓		
Ability to achieve results through the development of relationships with a wide range of people, some of who may have a limited understanding of marketing	✓		
Ability to influence stakeholders through personal visibility, evidenced argument and skill in professional discipline	✓		
Confident in using data and its analysis to assess activity	✓		

Other			
Able to work flexibly including regular travel across the geographic coverage of the organisation and occasional evenings, according to the needs of the service	✓		Interview
The post holder will be subject to an enhanced Disclosure & Barring Service check	✓		Pre-employment checks
Prior to confirming an appointment to the Trust, individuals are asked to complete a medical questionnaire in order that the Trust's Occupational Health provider can ascertain their medical fitness for the post	✓		