

JOB DESCRIPTION

Job title: Communication & Digital Officer

Reports to: Communications & Digital Manager

Line Management: Nil

Job summary

Responsible for content generation and the online presence of Haig Housing Trust assisting the Communications and Digital Manager (CDM) in driving tenant and stakeholder engagement and fundraising

Creation of online and offline content, including written articles and still/video graphics

Creation of and scheduling of engaging content for social media channel

Responsible for updating and development of the website supporting the rest of the organisation

Production of both email and print newsletters and measurement and reporting of campaign and channel success

Support CDM with interviewing beneficiaries and writing case studies and articles

Liaison with other Veterans charities to understand and maintain best practice

To be responsible for correct use of the Trust's brand and use of the brand, producing quality design work where appropriate internally and briefing external agencies where appropriate.

To arrange and support events and visits where necessary

To be self-administering but also to provide general administrative support in support of the sub-department's activities, to include databases, accounts, merchandise, and other marketing materials.

Person Specification

Qualifications / Education	ESSENTIAL	DESIRABLE
College educated (or equivalent).	x	
IT literate in Microsoft Office and Outlook	x	
Knowledge, Skills & Experience		
Computer literate with experience in MS Office, Adobe Photoshop suite, Canva, email marketing systems, with excellent administrative, numeracy and literacy skills.	x	
Experience of running an operational website using WordPress and analytics packages.	x	
Experience of paid social media campaigns and scheduling systems	x	
Experience of creating content for on- and off-line channels	x	
Experience of dealing with creative and branding agencies	x	
Journalism experience – writing case studies and articles		x
Knowledge of fundraising		x
Personal Qualities		
Strong communicator with excellent presentation skills	x	
Determined, energetic self-starter and problem solver, able to work to tight deadlines.	x	
Evidence of a proactive, collaborative & agile mindset, able to build relationships, trust & credibility with colleagues and external partners.	x	
Empathy with and a good understanding of the Veterans community and the challenges they face		x
Strong communicator with excellent presentation skills	x	
Determined, energetic self-starter and problem solver, able to work to tight deadlines.	x	
A clean driving licence	x	