

Title	Digital Communications Officer – ABF The Soldiers’ Charity
Location	Mountbarrow House, London, SW1W 9RB
Reward band	5
Reporting to	Digital Communications Manager (DCM)
Job purpose	To raise awareness of ABF The Soldiers’ Charity’s activities by supporting the Digital Communications Manager on the delivery of digital communications
Key activities	<ul style="list-style-type: none"> • Increase engagement and raise awareness about the charity via social media by curating relevant content • Generate, update and manage website content via the Wordpress CMS • Liaise regularly with Head Office teams, Regional staff, and external stakeholders about content across the website, social media and e-newsletter • Monitor the charity’s social media performance • Mitigate against any negative or offensive content • Ensure that tone of voice and the style guide are adhered to • Assist with planning and implementing campaigns • Provide a second point of direct contact on digital communications
Experience and skills	<p>To be considered for this post you will need to demonstrate that you have the following:</p> <p><i>Experience/Knowledge</i></p> <ul style="list-style-type: none"> • 2 years’ experience in a similar role • Working knowledge and experience of Wordpress • Strong understanding of social media platforms and management tools, such as Hootsuite • Experience of online monitoring and evaluation • Experience of PPC marketing (such as Google AdWords and Facebook Ads) • Basic knowledge of data protection, privacy and GDPR <p><i>Skills (Essential)</i></p> <ul style="list-style-type: none"> • Excellent IT skills, including MS Word, MS Excel, Adobe Photoshop, and Adobe Illustrator • Good understanding of email marketing tools, such as MailChimp • Strong 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 stakeholders at all levels

	<ul style="list-style-type: none"> • Good organisational skills with the ability to prioritise and manage a varied workload • A problem-solving mindset • Self-motivated, able to work on own initiative with minimal supervision • Ability to work to deadlines and targets • Proactive, with the ability to identify opportunities and 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 and a fast-paced environment • Ability to respond sensitively to people requiring support from the charity with discretion and confidentiality • A friendly, energetic personality with a positive attitude • A commitment to the mission of the charity • Willing to undertake occasional evening and weekend work • Willing to travel within the UK as needed • Excellent time-keeping • Keen eye for detail <p><i>Skills (Desirable)</i></p> <ul style="list-style-type: none"> • Experience of video editing software • Competent with Mac OS • Knowledge of Google Analytics tools and reporting • Knowledge of HTML and CSS
<p>Relevant personal characteristics</p>	<p>To succeed in this role and at The Soldiers' Charity you will require:</p> <ul style="list-style-type: none"> • The ability to manage your time and workload – showing resourcefulness and a head for problem solving • The ability to identify opportunities and offer creative input to enhance the charity's digital presence • The ability to effectively communicate with both head office staff and staff from our regional offices, promoting collaboration and working in partnership • The ability to monitor, analyse and evaluate progress against set plans • An understanding and commitment to the mission, vision and values of the organisation • A commitment to participation, diversity and equality in working relationships and practice