\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Job Description**

**Job title:** Social Media and Communications Officer

**Salary:** NJC Scale Points 23-25 £26,999 - £28,785

 Starting Point 23 £26,999 pro-rata £16,199

**Hours:** 21 hours per week

**Place of work:** Caerphilly

**Responsible to:** Policy and Programmes Manager

**Key relationships:** DW Staff Team, DW Board of Directors, DW Members

**Contract:** Fixed Term Contract until 31st March 2021

 *(potential for extension subject to funding)*

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**An outline profile of the post:**

* To promote Disability Wales and its messages to existing and potential members, stakeholders, funders and supporters, engaging with them via all DW's digital and social media platforms to grow its campaigns and income generation.

**Key requirements of the role of Social Media & Communications Officer**

* Develop online campaigns
* Develop content for website and social media platforms
* Build DW’s online reach to stakeholders
* Produce e-news and calls to action
* Liaise with mainstream media on DW and other news stories
* Produce high quality visual and written content to drive engagement across DW’s digital social media platforms
* Analyse and report the impact of DW’s digital engagement programme

**Job Responsibilities:**

**Research and strategy**

* To develop strong understanding of the sector, partner organisations, online audiences and the type of content that drives campaigning and fundraising successfully.
* To map our audiences and specifically the digital influencers relevant to DWs campaigning and fundraising objectives.
* Work closely with the Policy and Programmes Manager to develop a web content strategy that supports and extends DWs communications, campaigning and fundraising strategy.
* Research and develop a bi-lingual (Welsh and English) approach to DWs online communications (social media and website).

**Content creation**

* To develop creative content ideas and maximize opportunities for clickthroughs and conversion, driving up DWs levels of digital engagement.
* To produce compelling visual and graphic content for DW’s website and social media channels, with limited support from external suppliers, including but not limited to video, images, infographics and animations.
* To ensure compliance with funder visibility requirements and to use this budget more creatively, by producing compelling content to support and promote the work undertaken with external funding.
* To proactively seek out new opportunities for funding and partnership for communications activities with the private sector, think tanks and others – to bolster the existing budget and to increase DW’s brand reach
* To develop ideas and web content for DW’s annual report
* To ensure all content is on-brand, consistent in terms of style, quality and tone, and optimized for search and user experience across all channel including online, social media, mobile, video and print.
* To ensure DW maintains best practice in web accessibility for disabled people.
* Create, manage and implement all email marketing campaigns and communications to members and stakeholders.
* Write and distribute regularly scheduled enews.
* Develop and implement all online marketing and advertising projects.

**Measurement and evaluation**

* To take ownership of reporting and analysis of DW’s digital communications efforts.
* To conduct ongoing usability tests to gauge content effectiveness, by gathering data and handling analytics, and to make recommendations based on those results.
* To maintain an up-to-date library of content developed by DW.

**Tracking and sharing best practice**

* To keep abreast of and understand how to use emerging technologies in new media.
* To freely share knowledge, insight, best practice and ideas for content, including running knowledge exchange sessions for other colleagues.

**General Duties**

* To undertake any other duties as required which are in keeping with the aims of the post.