

Role Description



Digital & Social Media Manager

For further information, please contact:

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Title: Digital & Social Media Manager

Reporting to: Head of Communications

Line Management: 1x Digital Communications Executive

Department: Policy and Communications

Salary: £45,000 - £50,000

Scope: Permanent Position

Job Purpose:

Electrical Safety First (**ESF**) is a campaigning charity dedicated to reducing deaths and injuries caused by electricity in the UK. It plays a leading role by engaging with government, industry, manufacturers, retailers and consumer safety organisations to improve regulations, standards and awareness.

This role leads and coordinates the digital communications outputs of the organisation, via web, social media and digital marketing. The position is a newly established role in the team, making this an exciting period for a digital professional to join and lead on online platform development. The successful applicant will also be key to developing the digital presence through the development of digital support tools. You will be a passionate advocate for how the digital world can help deliver a further engaging and informative platform for consumers. This position also involves line managing a Digital Communications Executive. Previous experience line managing is preferable.

This role will be proactive in developing a campaign approach to digital engagement – ensuring a drum beat of excellent, measurable digital content across a range of websites and social media platforms. ESF want to be better known, more approachable and speak from a position of authority on electrical safety. This can be achieved digitally through promoting the range of research, events and parliamentary activities ESF are involved in. You must be confident in handling the development of digital projects, with a strong understanding of website development and management, analytics, and SEO optimisation.

You will advocate for digital engagement so that ESF will achieve these ambitions.

Key Duties and Responsibilities

1. Create a dynamic, ambitious Digital Communications Strategy for the charity, in partnership with the Head of Communications.
2. Responsible for implementing that Strategy and digital campaigns, in support of charity's overall objectives.
3. Management of all the charity's social media channels, ensuring a regular pipeline of creative content that achieves reach and engagement, and appropriate tone of voice for the medium.
4. Creation of rich content for social channels, such as graphics, GIFs and videos.
5. Responsible for identifying and cultivating online 'partners' to share our content across their social and digital channels, including colleagues, the tens of thousands of UK electrical professionals and third-party organisations sympathetic to our cause.
6. Social media monitoring, as well as mitigation of negative chatter.
7. Design and enforcement of charity's social media policy.
8. Creation and management of a digital content plan to support charity's overall Communications Strategy and Policy objectives.
9. Management of website and SEO strategy, ensuring regular quality content, a first-class user experience, as well as the opportunity to implement a full redesign in due course.
10. In charge of maintaining and growing charity's distribution lists, also ensuring they are properly segmented, kept up-to-date and GDPR-compliant.
11. Produce charity's internal and external electronic newsletters.
12. Manage the charity's blog, writing posts and optimising content provided by colleagues.
13. Evaluation and measurement of impact and engagement of digital communications initiatives and social media channels, using Google Analytics and other tools, also providing regular reporting and updates.
14. Management of Eurosafe website and enewsletter.
15. Management of third-party external suppliers as required.
16. Provide professional guidance, advice, training and support to colleagues and partners.
17. To undertake allocated duties outside of the workplace when required at exhibitions, conferences, seminars and other events as agreed.
18. To be aware of and manage risk as appropriate to the responsibilities of the role.
19. To comply with the requirements of the Health and Safety policy.
20. To undertake any other duties as appropriate within their competence, as required by the Chief Executive or Head of Communications from time to time.

Person Specification: Knowledge, Experience and Skills

Essential

- Educated to degree or equivalent in a relevant degree.
- A minimum of five years' experience in a digital media communications role.
- Highly self-motivated with excellent organisational and planning skills including the ability to plan, adapt priorities and work effectively under pressure.
- Adept at Content Management Systems and comfortable teaching others to use them.
- Experienced in creating digital strategies and content plans.
- Demonstrable expertise at managing social media channels, achieving reach and engagement.
- Design skills in content creation for social media and in support of traditional media PR, such as graphics, GIFs and clips (e.g Illustrator, PhotoShop, Canva) and HTML.
- Excellent evaluation and reporting skills in Google Analytics and social media tools.
- Proven ability to oversee creation of engaging websites, with excellent SEO and UX.
- Experience of newsletters and maintaining segmented and targeted distribution lists.
- Excellent communication skills, particularly strong written skills.
- Competent at Microsoft Office suite of programs, including Word, PowerPoint and Excel.
- Advanced reasoning, problem solving and analytical skills.
- Excellent project management skills.
- Understanding of what goes into app based technology.
- Ability to work well with colleagues across the team, as well as other departments, in planning and delivery of communications initiatives.