



# Digital Communications Officer

## Job Specification

Reports to: Communications Director  
Contract: 6 months fixed term contract with potential for onwards permanent role  
Salary: £25,000 per annum pro rata  
Benefits: Unlimited annual leave, dynamic office environment, training and career development; generous pension and gym benefit for potential future perm role

### OVERVIEW

The Campaign Against Living Miserably (CALM) is leading a movement against suicide, the single biggest killer of men under the age of 45. This role within the Communications team will support the creation and curation of engaging digital content, foster an online community around the CALM movement, and ensure the CALM brand and message reach the widest possible audience. It is well-suited to a digital native with social media and comms experience who thrives working agency-style across many projects.

### OBJECTIVES

1. Support the development of channel-specific social strategies to achieve CALM's goals
2. Create and curate digital content to support all functions of CALM
3. Grow and maintain the CALM social audience through engaging content, interactions, community management, partnerships and influencers
4. Maintain and develop CALM's distinctive brand voice through digital channels
5. Manage ongoing monitoring and evaluation of social and digital activity

### RESPONSIBILITIES

- 1. Support the development of channel-specific social strategies to achieve CALM's goals**
  - Channel development for Instagram, Facebook and Twitter using reports and insight
  - B2B focus on content and audience through LinkedIn
  - Build YouTube offering beyond content bank
  - Maintain industry knowledge and best practice to inform activity per channel
  - Explore and propose ongoing development by channel
- 2. Create and curate digital content to support all functions of CALM**
  - Content planning with comms team and wider CALM functions
  - Internal processes for workflow management, briefing, scheduling and publishing, community management, and sourcing stories/voices from across CALM
  - Agency and partner working where relevant
  - Horizon scanning for relevant content and themes to build CALM's curating voice
  - Support comms team in creation of EDM/mass mailings across core and campaign goals
  - Support comms team in ad hoc copywriting, copyediting and proofing for web content

3. **Grow and maintain the CALM social audience through engaging content, interactions, community management, partnerships and influencers**
  - Overview of community management for CALM digital channels
  - Support other staff members and volunteers in community management as needed
  - Identify and leverage opportunities to build CALM's reach and conversions through partners, ambassadors and influencers
  - Create social audience acquisition campaigns, allocating budget against agreed goals
  
4. **Maintain and develop CALM's distinctive brand voice and positive affinity among digital audience**
  - Maintain and implement signposting standards of practice for all CALM social channels
  - Build CALM's voice and positioning on digital channels in line with brand guidelines
  - With comms team, develop digital visual language and assets in line with CALM's TOV
  - Ensure all staff and volunteers contributing to social channels are resourced to implement brand and TOV
  - Support campaign and creative ideation with strategic input from digital perspective
  
5. **Manage ongoing monitoring and evaluation of social and digital activity**
  - Develop understanding of CALM's digital audience through improved listening and reporting
  - Discover and implement industry best practice for social reporting and analysis through CALM partners and pro bono support
  - Ensure social media analysis serves as a learning function and plugs into wider CALM reporting mechanisms, e.g. Salesforce

#### **PERSON SPECIFICATION**

E = essential, D = desirable

- Graduate with 1-2+ years industry experience within digital communications or social media (E)
- Digital native with experience of producing and curating content for social media and web-based channels (E)
- Experience of community management on branded social media channels (E)
- Able to quickly and naturally understand CALM's brand and tone of voice to deliver distinctive, on-brand communications (E)
- Energetic and creative with a flair for written communication (E)
- Able to work flexibly and manage competing priorities across a portfolio of projects and business objectives (E)
- Content capture skills and experience: photography, videography, audio recording (D)
- Familiar with content production processes such as graphic design and video editing (D)
- Excellent organisational and time management skills (D)
- Experience of creating e-newsletters or EDM campaigns (D)
- Experience of managing external content production and partners where necessary, e.g. volunteers and agencies (D)
- Passion for preventing male suicide and developing an engaging brand for men (D)