



DIGITAL COMMUNICATIONS OFFICER

JOB SPECIFICATION

Reports to: Senior Communications Manager

Reports: Volunteers as needed

Contract: Permanent

Salary: Competitive and dependent on experience

OBJECTIVES

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

RESPONSIBILITIES

1. Create and curate digital content to support all functions of CALM
 - Content planning with comms team and wider CALM functions
 - Copywriting, copyediting and proofing of content for variety of organisational needs
 - 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
2. 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



3. 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 input from digital perspective
4. 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
5. 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
 - Help to build YouTube offering beyond content bank
 - Maintain industry knowledge and best practice to inform activity per channel
 - Explore and propose ongoing development by channel
6. CRM and supporter journey comms
 - Facilitate communications for supporters, fundraisers and campaigners across their specific user journeys and channels.
 - Building these user profiles and journeys and facilitating content to serve them
 - Work with wider team to ensure all communications with CALM supporters are well engineered and delivered at the appropriate time
 - Work on KPIs and reporting audience engagement / growth etc across variety of communication touch-points
 - Direct CRM experience not necessary but any knowledge of an ESP (Mailchimp, Cheetah Mail, Constant Contact) would be advantageous.