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| **1. Post** | | | | |
| Post: | Digital Communications Officer | | | |
| Department: | Communications | | | |
| Salary: | £27,000 pro rata | | Date of appointment: | 7th January 2019 |
| **2. Supervisory responsibilities/position in structure** | | | | |
| Responsible to: | | Head of Communications | | |
| Responsible for: | |  | | |
| **3. Main function of job** (Note: in addition to these functions employees are required to carry out such other duties as may reasonably be required) | | | | |
| 1. To build relationships with relevant individuals, organisations, media outlets and site users to secure promotion and raise awareness of Little Lullaby amongst young parents 2. To work with the Digital Communications team to reach our output, traffic and reach targets and prepare reports on these 3. To manage Little Lullaby’s digital presence 4. To work with Little Lullaby’s Young Parents Panel to ensure digital content is led by young parents 5. To lead on our mini Safer Sleep Week campaign aimed at young parents to run alongside The Lullaby Trust’s annual awareness raising campaign 6. To lead on the creation of a series of informative safer sleep videos aimed at young parents and a video for health professionals on how to support bereaved young parents | | | | |

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| **4. Main duties** (brief description) | | | | |
| Duties/Responsibilities | | Level of responsibility: direct or indirect (D/I): | | |
| **1. To build relationships with relevant stakeholders and site users to secure promotion and raise awareness of Little Lullaby amongst young parents**   * Build relationships with parent bloggers, health and child care professionals, other charities and organisations who work with young parents * Develop links with national newspapers and media outlets, parenting and trade magazines and parent bloggers * Create newsworthy content and videos and ensure that these are promoted to the media   **2. To work with the Digital Communications team to reach our output, traffic and reach targets and prepare reports on these**   * Work towards targets set by our funders, monitor and report on progress * Use analytics to monitor impact and engagement and build a picture of user behaviour to inform our digital strategy   **3. To manage and develop Little Lullaby’s digital presence**   * Maintain and develop the Little Lullaby website, monitor and increase user numbers and engagement * Ensure that website content is appropriately pitched, engaging and relevant and regularly updated * Develop Little Lullaby’s social media accounts and create campaigns to raise awareness of Little Lullaby and issues affecting young parents * Moderate the community and discussion forums including during evenings and weekends * Maintain contact and engagement with existing site users * Optimise and track spending of paid promotion * Monitor SEO rankings and create content that is optimised for search engines   **4. To work with Little Lullaby’s Young Parents Panel and ambassadors to ensure digital content is led by young parents**   * Film one-to-one with children and young adults to produce video resources and content for our website * Build relationships and maintain contact with Young Parents Panel and ambassadors | | D  D  D  D | | |
| * Attend Young Parents Panel and ambassador meetings and get input and advice on content * Arrange and manage blog and content contributions from young parents to ensure the majority of content is written by them   *Priorities for the year and key tasks are reviewed regularly. They are subject to updates in line with specific needs for each region, decisions made at the Lullaby Trust’s strategic reviews, and funding requirements.* | |  | | |
| **5. Requirements to carry out job** | | | | |
| Essential or desirable requirement – please indicate against each heading | | | E | D |
| Qualifications/education required: | | |  |  |
| GCSE standard  Degree/Higher Education | | | E | D |
| Competencies required: | | |  |  |
| Experience of working in a Digital Communications/ Communications Officer role for at least 12 months  Ability to use own initiative, manage time effectively and to prioritise tasks  Experience of using a range of social media channels (particularly Instagram/Snapchat)  Ability to think creatively and strategically  Excellent written and verbal communication skills  Experience of managing a website  The ability to communicate well with young parents  Experience of working for the charity/not‐for‐profit sector  Ability to understand the issues faced by young parents | | | E  E  E  E  E  E  E  E | D |
| Specialist training required: | | |  |  |
| Experience of using Content Management Systems software  Experience of using Adobe Creative Suite (particularly InDesign) or willingness to learn  Experience of using Google Analytics  Experience of using SEO to increase website traffic  Ability to edit video  *Training will be provided on safer sleep advice and bereavement support issues.* | | | E  E  E  E  D |  |
| Any particular aptitude/skill required: | | |  |  |
| Good working knowledge of Word, Excel, PowerPoint and Outlook  Excellent attention to detail | | | E  E |  |
| Personal characteristics required: | | |  |  |
| Ability to work independently and as part of a team | | | E |  |
| **6. Special terms** | | | | |
| Working hours: | 35 hours per week | | | |
| Benefits | 25 days annual leave pro rata per annum  Eye-care vouchers and child care vouchers  The Lullaby Trust operates a company pension scheme into which qualifying employees will be automatically enrolled after 3 months. Default contributions are by salary exchange with the employee and The Lullaby Trust each contributing 1% of salary. | | | |
| Application details | To apply, please send a CV and personal statement to [christinar@lullabytrust.org.uk](mailto:christinar@lullabytrust.org.uk) by midday on 6th December  NB: All posts subject to DBS and reference checks | | | |