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| Job title:  **Digital Communications Officer** | Responsible to:  **Communications and Campaigns Manager** | Location:  **Whale Island, Portsmouth** |
| **About the Royal Navy & Royal Marines Charity**  The Royal Navy and Royal Marines Charity is the national charity of the Royal Navy. We recognise the demands placed on those who serve and their family members. It is the charity’s belief that while one person joins, the whole family serves.  Through grant awards given to ships and units who are deployed, post-service transition, family support and care in old age, the RNRMC is helping to create a world in which the sacrifice that our serving men and women have made, is recognised, no matter what. We provide a safety net for those who find themselves in immediate need; supporting counselling services, offering mental health provision and giving those who need the most basic of help, a roof over their heads and a hot meal.  We support all members of the Senior Service, all rates and ranks, full-time and reservist and their families from the day they join and for every day thereafter.  To support the charity’s strategic vision, there is an ongoing need to grow our digital presence among new and existing supporters by developing and curating compelling content via our social media channels and website. | | | |
| Role The Digital Communications Officer is a vital member of the Communications Team and will take lead responsibility for creating and managing engaging content across the charity’s website, social media accounts, email marketing channels and other online channels. They will also be responsible for increasing our audience and engagement across these channels.  The post holder will also play a key role in helping to shape digital communication strategies on wider campaigns.  The post holder will work to raise and strengthen our brand amongst our stakeholders and beneficiaries through the communication of our key messages. They will demonstrate creativity, energy and proactivity.  As part of a small team the post holder will also assist in the delivery of other Media and Communications activities as required. | | | |

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| **Key Responsibilities**   * Create, edit and manage content for our website: rnrmc.org.uk using Drupal, our CMS, to ensure content is accessible and usable. * Respond to content opportunities by updating existing content or writing new content for our website. * Manage our eCommerce store; adding new products, managing stock level and reporting. * Write new fundraising, awareness or support content to be used across our website, email marketing and social channels. * To be responsible for posting and scheduling engaging social media content across the charity’s social media accounts. * Create an integrated digital plan that ensures content on the RNRMC website and social media channels is joined up and consistent. * To understand the charity’s different target audiences and create content relevant to each audience’s needs. * To develop a social media calendar incorporating key national, regional and charity dates and events. * Maintain and improve our LinkedIn account, using it as an opportunity to reach veterans and Major Donors. Work closely with Head of Major Gifts to develop a closed LinkedIn group for such audiences. * Improve our social media presence by expanding our use of social media platforms to meet audience need (e.g. YouTube, Instagram). * Oversee the production of RNRMC newsletters and email marketing campaigns, producing content and key messages to keep core audiences engaged with RNRMC and monitor the impact using analytics and other reporting tools * Work with the fundraising team to share fundraising stories on social media and the website. * Measure and evaluate all digital activity using analytics and produce metric reports. * Sensitively respond to complex issues and questions, messages and comments that are received online, observing organisational lines whilst remaining approachable. * Assist the team with charity-wide projects and campaigns. Work closely with the Communications team and other departments to support campaigns on social media and content for website. * Seek opportunities to improve the use of social media and grow audiences. * Raise the profile of the charity on social media, supporting the organisation’s ambition to become recognised as ‘The Navy’s Charity.’ * To have a greater external awareness of other relevant organisations and individuals and grow online relationships with them. * To keep-up-to date with the latest industry trends and news. * To help run Digital Workshops for wider team members. * Assist with engagement activities at events and be an ambassador for the charity. |
| **Skills and Experience**   * Excellent understanding and experience of using key social media platforms, including Facebook, Twitter. Instagram and LinkedIn. * An eye for creative content: both written and visual. * Ability to use social media management and email marketing automation platforms. (e.g Hootsuite and MailChimp). * Proficiency in using a wide variety of social media tools and activities such as blogging, community development and management, social bookmarking, commenting, etc * Active and passionate about social, an eagerness to learn and share best practices, new trends and developments in the social scene. * Experience using social media analytics tools. * Excellent IT skills and experience of using CMS, databases or CRM systems. * A good knowledge of Adobe Photoshop and digital imaging. * Good oral and written communication skills. * Excellent attention to detail. * Motivated and target driven self-starter able to manage a diverse workload. * A valid driving licence and the willingness to travel on occasion are required. |
| **Personal Specification**   * Self-motivated with ability to use initiative and make decisions within own area of responsibility. * Exceptional interpersonal and communication skills. * Ability to prioritise, manage a busy workload and multitask whilst managing to meet deadlines. * Able to demonstrate a calm demeanour and adaptable approach to moving and changing priorities. * Effective team player who is able to make a positive contribution to the team and the wider charity. * Demonstrate empathy with the values of the RNRMC and must show potential and enthusiasm for increased responsibility as the charity grows. * Full commitment to equal opportunities, diversity in the workplace and the values of the RNRMC |