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**Digital Communications Officer**

**Job Description**

**Job Title:** Digital Communications Officer

**Responsible To:** Communications Manager

**Location:** 40-44 Eglantine Avenue, Belfast BT9 6DX

**Hours:** 35 per Week

**Salary**: Level 6 / Points 26-31 / £23,866 - £28,221

**Overall Purpose of Post**

To support Cancer Focus Northern Ireland’s communications and marketing team by leading on the development and implementation of effective digital media activity. To promote the Cancer Focus N.I. brand and the work it does by managing its social media channels, website content and digital advertising.

**Key Responsibilities:**

* Assist in creating and delivering Cancer Focus NI’s digital output to boost engagement and brand awareness
* Assist in formulating and implementing a digital marketing strategy
* Be responsible for day-to-day running of social media sites ( Facebook, Twitter, YouTube, LinkedIn, Instagram) to include posting content, proactively responding to social media queries, comments and mentions, and posting on relevant blogs
* Monitor trends in social media tools and applications
* Edit and maintain the Cancer Focus NI website with a view to increasing traffic and conversions
* Manage the creation and promotion of Cancer Focus NI’s video content
* Implement Search Engine Optimisation (SEO) and Pay Per Click (PPC) advertising
* Implement email marketing strategies
* Monitor the success of digital activity using analytics, followed by a review and report on campaign effectiveness in an effort to maximize results
* Support the communication and marketing team with other duties when required

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**Person Specification**

The Personnel Specification shows essential skills, abilities, knowledge and/or qualifications required to be able to carry out the duties of this post. Therefore, please address in completing the application form, each criterion listed in the specification, drawing upon all of your experience, whether in paid employment or on a voluntary basis.

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|  | **Essential** | **Desirable** |
| **Experience** | * Two years’ experience of working in a digital marketing role * Experience of planning campaigns across multiple digital channels * Experience of website management * Experience of video production and distribution | * Experience of working in or with the voluntary sector |
| **Qualifications** | * Educated to degree level * A recognised digital marketing qualification * Knowledge of email marketing | * Degree in marketing, communications or other related field |
|  | **Essential** | **Desirable** |
| **Skills** | * Strong project management skills; ability to prioritise multiple tasks and adhere to strict deadlines * Solid understanding of analytics, PPCs and SEO * Creative mind set with an eye for detail and quality * Excellent written skills with ability to write content for various mediums i.e. social media, press releases, reports |  |
| **Personal Qualities** | * Enthusiasm, drive and commitment to continuous improvement |  |

Applicants will hold a full, current driving license and have access to the use of a car or some other appropriate form of transport to carry out the duties of the post.

This job description is not exhaustive. It merely acts as a guide and may be amended to meet the changing requirements of the charity at any time after discussion with the post holder.

This post may require some evening or weekend work.