

JOB TITLE: Digital Content Officer

LOCATION: London

HOURS: 37 hours per week

GRADE: 2 point 16-19

RESPONSIBLE TO: Head of Marketing & Communications

JOB FUNCTION

Family Action will celebrate our 150th anniversary in 2019. To mark this occasion a year-long national campaign is planned to drive awareness of Family Action, start a national conversation and drive fundraising. As part of this campaign, and to support the increasing and changing needs of service users, Family Action is expanding its digital services offering.

The Digital Content Officer will be responsible for researching, writing and generating content for all digital services within Family Action. In addition, they will generate content and support materials and information for the 150th campaign aimed at families, parents and carers. The post-holder will be responsible for ensuring content is planned, researched, written in an audience friendly style and uploaded on a regular basis within given timescales. This will include signposting and providing information for use on websites, email, texts and social media.

The digital services include the Special Guardianship Support Service, the National Parent Support Service and a new innovative service to be launched in 2019. In addition the post-holder will collate FAQ's from service users and develop a Knowledge Bank for volunteers which they will upload to a central portal.

The role would suit someone with a marketing, communications or journalistic background. The post-holder must have the ability to take sometimes complex information and adapt this for different audiences into easy to digest and supportive information. The post-holder will be required to work closely with the Marketing and Communications Team and in close partnership with Head Office and service based colleagues and will be key to the ongoing growth, development, success and sustainability of the digital services.

Ultimately, the job of the Digital Content officer is to think like a publisher/journalist, leading the development of content initiatives, in particular support materials, in all forms.

PRINCIPAL ACCOUNTABILITIES:

1. Research, create, develop and produce high quality support content for the 150th national campaign and other digital service offerings eg Special Guardianship Support Service, National Parent Support Service, and any new FA digital service.
2. Researching and mapping out a content strategy and plan that supports identified need and extends marketing initiatives, both short- and long-term, determining which methods work for each target audience.
3. Develop and maintain an up to date knowledge of the range of support materials and needs of the readers/users of FA digital services to ensure those needs are being met and FA is supporting as many families as possible.
4. Work closely with the digital marketing manager to ensure the content plan integrates and is aligned with the Family Action website while
5. Actively encourage service user involvement and participation in planning, delivery and evaluation of content.
6. Establishing a work flow for requesting, creating, editing, publishing, and retiring content.
7. On occasion, researching and writing content for other services on the FA website – working closely with the Digital Marketing Manager and other members of the Marketing & Communications Team to support them in the production of this content.
8. Write content about the digital services to support the work of the Marketing and Communications team.
9. Develop a knowledge bank. Collate FAQ's from service users and develop a Knowledge Bank for volunteers and FA staff and upload to a central portal.
10. Ensuring all content is on-brand, consistent in terms of style, quality and tone of voice, and optimized for search and user experience for all channels of content including online, social media, email, point of purchase, mobile, video, print and in-person. This is to be done for each target audience.
11. Conducting periodic competitor research/audits.
12. Working alongside the Marketing & Communications Team, research and write content for the FA website blog for each of the digital services.
13. Develop and maintain an up to date knowledge of FA digital services eg specific regulation, guidance and practice and be able to respond quickly to any changes, developing updates for the organisation and the website.

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15. Contribute to the growth and development of the organisation by gaining a working knowledge of Family Action's portfolio of services and proactively marketing the organisation and services to commissioners and funders.
16. Actively take part in Family Action's formal appraisal and supervision processes and be responsive to critical challenge, advice, feedback and direction as part of a process of continuous improvement. Take responsibility for your own professional development.
17. Support the Business Development team by contributing to bids and tenders as required.
18. Be able to evidence Family Action's values at all times, which underpin Family Action's mission of 'building stronger families' by:
 - Being people focused
 - Reflecting a 'can do' approach
 - Striving for excellence in everything we do
 - Having mutual respect for everyone we work with, work for and support through our services
19. To ensure you have an understanding (appropriate to your role) of, and comply with Family Action's procedures for promoting and safeguarding the welfare of children and vulnerable adults.
20. Implement Family Action's Equality & Diversity Policy and Ethical Policy in every aspect of your work and positively promote the principles of these policies amongst colleagues, service users and other members of the community.
21. Comply with Family Action's Health and Safety Policy, Data Protection Policy and to protect your own and others' health, safety and welfare.
22. Work flexibly as may be required by the needs of the service and carry out any other reasonable duties as required.

PERSON SPECIFICATION

DIGITAL CONTENT OFFICER

1. Educated to degree level or equivalent.
2. Experience of generating content for multiple platforms and audiences. Particular experience of writing for the web and other digital channels.
3. Experience in a related field such as social work, health or education would be an advantage but is not essential. Evidence of a commitment to continuing learning and professional development.

4. Excellent research skills and a demonstrated methodical and detailed approach to researching, checking and processing complex information and ensuring accuracy.
5. Strong interpersonal skills; proactive, positive and creative attitude to problem solving and the ability to manage internal and external stakeholder relationships
6. Excellent IT skills and particular experience of working with content management systems to maintain and develop websites and social media platforms would be an advantage but training would be provided.
7. Excellent organisation, communication and presentation skills, including the ability to understand and summarise large amounts of specialist content with attention to detail, and present to a range of audiences in an engaging way. Understanding the needs of service users and the ability to write to short timescales.
8. Experience of managing work in pressurised situations without sacrificing quality of work, attention to detail or courtesy. The ability to organise workload across a range of projects and meet competing priorities.
9. Ability, enthusiasm and flexibility to work creatively and independently and in partnership with others to provide and develop coordinated support that respond quickly to organisational need.
10. A commitment to organisational growth and development and willingness to contribute to bids, tenders and funding applications.
11. Ability to work flexibly and creatively and on using initiative to meet challenging and conflicting deadlines.
12. Ability to evidence Family Action's values at all times, which underpin Family Action's mission of 'building stronger families' by:
 - Being people focused
 - Reflecting a 'can do' approach
 - Striving for excellence in everything we do
 - Having mutual respect for everyone we work with, work for and support through our services