



## Digital Content Officer

London Head Office

£26,603 - £28,943 per annum inclusive of Inner London Weighting

37 hours per week

Family Action will celebrate our 150<sup>th</sup> 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 150<sup>th</sup> 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.

We are forward looking, ambitious and with a commitment to continuous improvement. We are a **people focused, can-do** organisation that strives for **excellence** in all we do and operates with **mutual respect**. If you share these values and behaviours and have the necessary skills then we look forward to hearing from you.

For an application pack and further information, please visit [www.family-action.org.uk/workingwithus](http://www.family-action.org.uk/workingwithus)

Please email completed applications to: [completed.application1@family-action.org.uk](mailto:completed.application1@family-action.org.uk)

Closing date: 20 December 2018, 17:00

Interview date: TBC

*Family Action offers good working conditions, a comprehensive training programme and a Group Personal Pension Scheme (GPPS). We welcome applications from all sections of the community.*