



Together we can silence tinnitus

# Digital Communications Officer

## Job description & person specification

<b>Job Title:</b>	Digital Communications Officer
<b>Reporting to:</b>	Head of Brand and Communications
<b>Hours:</b>	Part-time (16-21hrs per week)
<b>Contract type:</b>	6 months, with potential to be extended
<b>Salary:</b>	£30,000 (FTE)
<b>Location:</b>	Remote working, with some time with the team in Sheffield office.

### Job Purpose:

Tinnitus UK is a world leader in tinnitus support and research, working towards a vision of a 'world where no one suffers from tinnitus.' We want to be the UK's most powerful tinnitus voice and champion the latest research and progress towards a cure.

The Digital Communications Officer will:

- help to build Tinnitus UK's digital profile by contributing to our digital communications activities.
- produce compelling and engaging content for our website and online platforms.
- be confident using data and analytics to make informed decisions and grow our channels.

### Main Responsibilities

#### Website and email communications

- Understand the needs of different audience types, and plan and produce compelling, search engine optimised content to meet their needs
- Use a range of innovative formats like infographics, videos, stories, blogs etc. to bring complex information to the attention of online readers in a more succinct form
- Develop supporter journeys and site experiences, taking user experience best practice into account
- Proof-read and edit content, ensuring that it is accurate, up to date and consistent with our brand and messaging
- Create relationships with external organisations and individuals, such as bloggers, to increase site traffic
- Manage technical aspects of the website, and perform day-to-day housekeeping tasks e.g. managing admin rights and logins
- Work with other teams to build, check and send email campaigns

## **Social media**

- Run Tinnitus UK's social channels on a day-to-day basis, engaging with the audience and responding to queries as necessary
- Develop and optimise digital and social media content, including text, images, video, audio and ads to reach wide-ranging target audiences, including as part of larger campaigns which require coordination with other teams in the charity
- Ensure the strategic and tactical use of social media to build awareness of the Tinnitus UK
- Manage and expand our social media presence, sourcing and sharing newsworthy information internally and externally.
- Protect and enhance the Tinnitus UK's public reputation when communicating on its behalf
- Spot trends and advise on best social media content and new technologies

## **Monitoring and reporting**

- Monitor the performance of the website, social media, and email communications using tools like Google Analytics and identify areas for improvement
- Analyse customer experiences and journeys using user testing and user research

## **General**

- Stay informed of upcoming trends and developments in the digital arena, ensuring we remain timely and current in our use of digital media, identify new digital opportunities and be a digital advocate for the charity
- Ensure consistency in brand and messaging coming out from different departments and on different platforms
- Train other members of the organisation in digital skills where possible
- Be flexible and carry out other associated duties as may arise, develop or be assigned in line with the broad remit of the position

## **Person Specification**

### **Qualifications**

#### **Essential**

- A degree (or equivalent experience) in a marketing or communications-related discipline

### **Experience**

#### **Essential**

- A minimum of two years' experience in a similar role
- Writing for the web and other channels
- Using content management systems
- Managing and developing websites
- Managing social media accounts

#### **Desirable**

- Developing a variety of content formats, including multi-media

## Knowledge and skills

### Essential

- Strong writing, editing and proofing abilities, and excellent attention to detail
- Ability to interpret and summarise complex information to meet the needs of different audiences and channels in lively, compelling text
- Analytical thinker, able to use data to inform decisions and shape work
- Excellent IT skills and social media skills
- Knowledge of Wordpress
- Knowledge of social media scheduling tools
- Ability to prioritise effectively and to manage a large and varied workload

### Desirable

- Knowledge of Google Suite including Analytics, AdWords and Search Console
- Knowledge of MailChimp
- Knowledge of Canva and/or Adobe Suite
- Knowledge of film production and basic editing

## Personal characteristics

### Essential

- Ambitious person that has a passion for making a positive difference
- Energetic and innovative in approach
- Ability to develop excellent working relationships throughout the organisation and with external contacts
- Highly motivated, positive and a can-do attitude to solving practical problems
- Willing to work flexibly and develop the role to best meet the needs of a developing charity
- Commitment to anti-discriminatory practice and equal opportunities. An ability to apply awareness of diversity issues to all areas of work
- Commitment to the values and ethos of supporting people with tinnitus
- Proactive in learning new skills and keeping up to date
- Self-motivated and able to use initiative, taking ownership for area of responsibility

## How to apply

Please submit a CV and covering letter to the Tinnitus UK Communications email to:  
**communications@tinnitus.org.uk**

**Tinnitus UK** Unit 5 Acorn Business Park, Woodseats Close, Sheffield S8 0TB

**www.tinnitus.org.uk**



TinnitusUKcharity



tinnitus-uk



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Tinnitus UK are committed to promoting diversity and equality in all aspects of its work. We strive to be an inclusive employer and encourage applications from under-represented groups such as Black, Asian and Minority Ethnic backgrounds, people who are LGBT, have a disability, learning difficulties or a long-term condition, with caring responsibilities and from less advantaged socioeconomic backgrounds.