Post: Digital, Marketing and Website Officer

Responsible to: Chief Executive

Member of: Press & Communications Team

Significant relationships with: Press & Public Relations Manager
Information & Research Hub Manager
Young People’s Digital & Engagement Officer
External partners
Fundraising team
Families and Young People’s teams

Based at: CLDF Office, Birmingham

Scope of role: National

Requirements: Willing and able to travel nationally
Willing to undergo training
Willing to be involved in weekend activities
Willing to undergo child protection safeguarding training
Clear Enhanced Disclosure from the Disclosure and Barring Service

Background

Formed in 1980, the Children’s Liver Disease Foundation (CLDF) is a unique national charity dedicated to taking action against the effects of all liver diseases of childhood. Services include funding vital research, informing and educating healthcare professionals, parents and the public on the signs and symptoms of liver disease and providing tailored support services for young adults, children and their families across the UK.

Principal Purpose and Approach

The Digital, Marketing and Website Officer is responsible for contributing to the development and implementation of all CLDF’s marketing strategies. Additionally, they will support CLDF’s key messaging and coordinate all marketing, social media and website elements of the annual business plan and take an active role in delivering the principal objectives of Children’s Liver Disease Foundation. The role also supports CLDF’s digital engagement with families and young people and the ongoing development of bespoke platforms to reach these groups.

Key Activities

1. To raise brand awareness of Children’s Liver Disease Foundation in order to maximize engagement amongst its target audiences. These include donors, the general public, health professionals, patients, families and key opinion leaders.
2. To support CLDF fundraising activities and increase donor opportunities.
3. To maximize awareness of our wide range of support services, educational and information activities using digital communications and other activities which lead to the fulfilment of the charitable objectives of the charity.
4. To undertake all day to day management and development of CLDF’s website [WordPress].
5. To plan and implement effective digital communications programmes, including social media, website and e-mail campaigns.
Main Duties

1. To contribute to the development and implementation of the communications plan that supports CLDF's overall business plan, with particular reference to digital and social media.

2. To undertake day-to-day management, development and design of CLDF’s website [WordPress] and any other on-line materials/communications devices, ensuring the web pages meet current accessibility standards as well as business and communication objectives.

3. To lead on the delivery of an innovative, cohesive social media strategy.

4. To work with email marketing software, preferably Blackbaud Online Express or similar, in designing, sending out and evaluating the impact of email campaigns.

5. Through effective use of digital/social media activity, assist CLDF to develop and implement supporter acquisition and development by:-
   - Developing, managing and motivating existing supporters and supporter groups through building and nurturing relationships.
   - Undertaking data capture and managing records on the supporter database.
   - Researching and adding prospective new supporters and encouraging their engagement with CLDF.
   - Increasing CLDF’s profile within local communities, particularly with groups and organisations which support CLDF through their own fundraising or other activity.

6. To implement and generate relevant e-marketing opportunities within CLDF as directed.

7. To analyse and report on the performance of the CLDF website and social media campaigns.

8. To identify new digital and e-communications opportunities, techniques and marketing trends.

9. To undertake copy writing, present information in a persuasive and brand specific way and provide articles suitable for print, digital and social media channels.

10. To work with the Young People’s Digital & Engagement Officer to maximise the effectiveness of digital engagement through HIVE (CLDF’s unique young people’s social media platform) and other channels.

11. To contribute towards multi-disciplinary projects and identify and exploit digital and social media opportunities.

12. To work with the Information & Research Hub Manager to disseminate information using digital media and e-communications.

13. To support the Press & Public Relations Manager with digital distribution of press releases.

14. To manage CLDF’s digital photo library, ensure photographs held by CLDF are well organised and labelled so permission can be sought for future use.

15. Source photographs for CLDF publications and obtain permission for their use where necessary.

16. Maximise CLDF’s SEO. Manage and develop CLDF’s Google AdWords account (a Google Grant is held) to ensure it is working in the best way possible to drive traffic to the website.

17. Use Google Analytics to inform necessary improvements to CLDF websites.

18. To assist with sourcing and producing materials for in-house publications across a range of disciplines.

19. To assist in various internal communications activities as and when required.

20. To provide writing support for the production of new literature or new media information on a variety of topics, as and when required.

21. To attend fundraising, educational and other CLDF events, where required.

22. To make presentations, as required.

23. To record activity using Blackbaud Raiser’s Edge and other IT programmes.
Notes
1. At all times the post holder will need to be mindful of the delicate working relationship and interface with families, supporters, medical professionals, specialist liver units and hospitals units and advisers.
2. CLDF operates with a small work force in which every member of the team is expected to work flexibly in order to contribute to the overall objectives and mission of the charity thus staff are expected to provide cover for colleagues as directed by line management.
3. The service will be offered and carried out in a manner regardless of ethnicity, gender, social class, ability, religious affiliation and sexual orientation of the service users or other CLDF employees.
4. CLDF reserves the right to alter the content of this job description, after consultation, to reflect changes to the job or services provided, without altering the general character or level of responsibility.
5. The post holder will be expected to ensure conformance with CLDF’s values and brand guidelines at all times.
6. The post holder will be expected to keep up to date with external developments within the sector, identifying innovative opportunities and advise on new and appropriate approaches for the charity.
7. Training, mentoring and coaching will be encouraged as well as membership of appropriate professional bodies.
8. This is a Display Screen Equipment (DSE) user regulated post.

Performance Management

Performance will be assessed by means of a formal monthly progress review with the Chief Executive as well as review of performance in group projects and other CLDF activities. Specific areas of measurement will be as follows:

1. The quality and impact of CLDF communications activity related to this job description.
2. The achievement of personal objectives and targets and the contribution to the overall objectives of CLDF.
3. The ability to work within a team.
4. The ability to relate to CLDF’s values and mission.
5. The enhancement of CLDF’s profile resulting through communications activity.
6. The standard of written work produced.
7. The standard of service provided to the CLDF team.
8. The efficiency of the communications function within CLDF.
9. The development of effective and constructive relationships with other members of the CLDF team, volunteers (both office and fundraising) who interface with the Foundation.
10. The strength, maintenance and development of relationships with external supporters.
11. The degree of initiative, general approach and attitude towards the role.
12. The quality and timeliness of projects, reports and other work.
# Person Specification

<table>
<thead>
<tr>
<th>Attributes</th>
<th>Essential</th>
<th>Desirable</th>
<th>Measurement</th>
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</thead>
<tbody>
<tr>
<td>Knowledge &amp; Qualifications</td>
<td>Educated to degree level or equivalent experience.</td>
<td>Member of Chartered Institute of Marketing or other relevant professional body.</td>
<td>Application</td>
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<td></td>
<td>Commitment to continuing professional development.</td>
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<td>Interview</td>
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<tr>
<td>Experience</td>
<td>Experience of web design, development and content management.</td>
<td>Experience of dealing with volunteers.</td>
<td>Application</td>
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<td></td>
<td>Proficiency in WordPress and other web design programs.</td>
<td>Experience of training colleagues in social media and blogging best practice.</td>
<td>Interview</td>
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<td>Basic database administration skills.</td>
<td>Willingness to embrace new technologies and software.</td>
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<td>Familiarity with SEO principles.</td>
<td>Previous experience of proofreading.</td>
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<td>Excellent multimedia content development abilities.</td>
<td>Experience of interviewing people.</td>
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<td>Experience in the development and implementation of digital and social media campaigns and a passion for all things digital.</td>
<td>Experience of commissioning and editing blogs.</td>
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<td>Proven experience of researching, composing and publishing print and digital content.</td>
<td>Good knowledge and experience of relational databases.</td>
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<td>Knowledge of cutting edge social media platforms and future trends.</td>
<td>Experience of communications and marketing in a not for profit environment.</td>
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## Application
- **Interview**
- **Exercise**
| **Skills & Abilities** | Solid understanding of communication channels, methods of communication and appropriate use.  
Excellent written communication skills, grammatical accuracy and attention to detail.  
Excellent presentation skills.  
Ability to recognize a good story and experience of content creation for a wide range of communication platforms.  
Ability to work under pressure and achieve agreed deadlines and objectives.  
Ability to work and communicate with a variety of stakeholders - written and verbal.  
Ability to work accountably as part of a small team.  
Ability to get to grips with new subject areas. | **Application**  
**Interview**  
**Exercise** |
| **Personal Attributes & Qualities** | Creative, imaginative and innovative with a proactive, opportunistic outlook towards creating opportunities and using situations to CLDF’s advantage.  
Enthusiastic, sociable, hands-on and ready for a challenge.  
The ability to work as part of a tight-knit team in a fast and busy environment.  
Team player.  
Friendly, open manner.  
Ability to work independently and use own initiative. | **Application**  
**Interview**  
**Exercise** |
Competency Profile

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<thead>
<tr>
<th>Attributes</th>
<th>Competent</th>
<th>Skilled</th>
<th>Advanced</th>
<th>Expert</th>
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<tbody>
<tr>
<td>Personal effectiveness</td>
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<tr>
<td>Planning and decision making</td>
<td>X</td>
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<td>Communications and</td>
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<tr>
<td>Building and maintaining</td>
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<td>relationships</td>
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<tr>
<td>Developing yourself and others</td>
<td>X</td>
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<td>Innovation</td>
<td>X</td>
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<td>Specialist Knowledge</td>
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Note:
If you have a disability which means you are unable to meet some of the job requirements, specifically because of your disability, please address this in your application. If you meet all the other criteria, you will be short-listed and we will explore jointly with you if there are ways in which the job can be changed to enable you to meet the requirements.

Benefits
- Salary: £20,000 - £23,000 pro rata dependent on experience.
- 20 days annual leave increasing by 1 day per annum to a maximum of 25 days, plus bank holidays and discretionary office Christmas closure days.
- Death in service benefit – twice annual salary.
- From 1st January 2017 CLDF operates an auto enrolment pension scheme for all eligible employees, as is legally required. The current contributions are 2% for the employer and 3% for the employee, rising on a phased basis determined by the government. The scheme is with Royal London. Staff Committee to organise social and other activities.