

EIL UK Job Description



Experiment in
International
Living UK

Post:	Digital Communications Officer
Salary:	£24,000 - £30,000 pro rata, depending on experience
Working hours:	0.6 - 0.8 Full Time Equivalent / spread across 4 - 5 days per week Hours can be spread over the week e.g. up to 6 hrs per day over 5 days
Flexible working:	Flexible options are available for this post. TOIL (time off in lieu) for evening, weekend and any out of office hours. Family friendly work practices e.g. reduced hours in school holidays
Annual Leave:	25 days p.a. pro rata + bank holidays. Additional leave for long service.
Benefits:	Pension scheme, death in service cover, health plan with options to add family members. Reductions for family and friends on overseas travel.
Status:	Permanent
Place of work and other locations:	Hybrid: 3 days a week or more at the EIL UK Offices at 17 Graham Road, Malvern combined with home working - must live within 1 hour of the EIL offices. Occasional travel to other locations as required.
Responsible to:	Chief Executive

Overview of the role

The Digital Communications Officer's role is to help us continue our digital transformation work. You will:

- Lead on digital communications and marketing for the organisation - coordinate communications and marketing activities related to publicity and marketing - including websites, social media, e-publicity, presentations and digital/on-line events - to sustain mutually beneficial and long-term relationships with stakeholders;
- Create clear and user-focused content across all of our digital services, using content design and usability techniques to provide easy to understand content that motivates users to take action;
- Develop and manage digital resources to enable the charity to share information, market its programmes and communicate to engage the communities that support us or are involved in our work;
- Lead on strategic planning and coordination for the organisation's digital communications, devising and implementing Communications Strategies and Marketing Plans in collaboration with colleagues;
- Create, manage and develop easy to use and well-designed digital systems, forms and surveys to meet the needs of users.

Main responsibilities

As EIL's Digital Communications Officer, you will need to:

1. Lead on and deliver digital communications, marketing strategies and campaigns
Use communications and marketing tools and techniques to develop digital communications; draw up and deliver communications strategies and plans, including the Annual Communications Plan, marketing plans and campaigns; develop and update communications policies and procedures.

2. Websites and social media

Manage and develop EIL's websites to meet organisational objectives and develop them to be engaging and relevant in ways that enhance the user experience; monitor and evaluate web statistics and prepare management information reports; lead on the internationalisation of EIL's websites and digital services; collaborate with EIL's Social Media Coordinator to support and develop EIL's social media channels and content including blogs, podcasts and presentations.

3. Technical developments

Create and update digital standards for web accessibility and ensure that metadata and information architecture conform to good practice and e-standards Keep a watching brief on other websites, good practice and emerging technologies to ensure our websites are innovative and attractive to users

4. E-newsletters and digital publications

Coordinate the production and distribution of e-newsletters and other digital communications and publications to support organisational goals and deliver programme plans and volunteer strategies and recruitment campaigns; create, develop and publish content standards; advise on the consistent application of plain English, writing for on-line media and best practice in digital communications.

5. Content and design of digital services, channels, events and publications

Lead on content co-ordination, providing professional and effective advice, guidance and support on web communications and digital marketing issues. Contribute to the planning and delivery of digital sessions for EIL events and contribute to sessions as required.

6. Manage digital assets

Manage and develop EIL's digital assets including the photographic Images Library. Manage, train and support staff and volunteers in digital skills; liaise with communications and marketing suppliers and contractors; work with designers, printers, producers and developers as required.

7. Brand

Champion EIL's brand and brand values across the organisation; provide guidance and training to support the implementation of a consistent visual identity and editorial style to ensure communications are consistent and meet brand guidelines and standards;

8. Encourage and facilitate contributions

Develop and operate a structured approach to obtain material and content from past and present participants/hosts/partners and potential contributors; train content contributors and provide ongoing editorial support and guidance; seek appropriate permissions and proofread contributions.

9. Internal communications

Manage and develop internal communications - including EIL's Intranet - to keep staff and volunteers informed about the charity's work.

10. Develop EIL's communications and marketing capacity

Train staff and volunteers in communications policies and procedures; provide communications advice and support the marketing of EIL's programmes; advise staff and volunteers and devise communications and marketing campaigns to support their work. Manage the Comm's and Marketing Budget.

11. Raise awareness of and the profile of EIL through digital partnerships

Foster good relations with potential digital partners to promote the charity, its work and volunteers and provide editorial content, photographs, promotional videos and other promotional materials as required.

12. Market research, monitoring, evaluation and reporting

Achieve an integrated approach to market research, participant feedback and customer satisfaction surveys and make sure the results are fed into web communication and marketing plans; monitor and evaluate communications and marketing campaigns and activities to effectively inform future activities.

13. Other duties

Input to charity-wide initiatives; contribute pro-actively to EIL's work, suggest improvements and propose new initiatives; attend and contribute to team meetings and events; work flexibly with other members of the team; undertake special projects and other duties from time to time commensurate with this post; maintain confidentiality at all times.

Key competencies

The post holder needs to be a motivated, well-organised, self-reliant individual with experience in digital communications and marketing who is committed to fulfil both individual and team objectives and achieve excellence.

Qualifications and experience

- At least three years' experience of digital communications and/or marketing - you should have experience of working in a busy press or communications or marketing office and understand the principles of marketing services and customer service
- Experience of having developed communication strategies and marketing plans - a qualification in digital marketing or a communications qualification is desirable
- Knowledge of formatting digital content for different applications/media, and user-experience design
- Experience of image library or managing and developing digital assets

Website/online experience

- Sound IT skills, proficient in Microsoft Office - Outlook, Word, Excel and PowerPoint, websites and social media
- Day to day, you will be working closely with other members of the team to promote our key messages across all media channels, so experience of writing for websites and social media is essential
- Experienced in digital event creation and administration (desirable)

Management and Project management experience

- Good organisational and time management skills, with the ability to multi-task, plan and prioritise your workload and complete tasks with accuracy and attention to detail
- Experience of managing or coordinating projects and volunteers or staff
- Numerical skills as the role involves budget management
- The ability to cope with limited resources, seize opportunities and think creatively

Interpersonal skills

- Excellent communication skills (both verbal and written), including presentation skills
- Ability to get on with and communicate effectively with people from all walks of life with the capacity to inspire and motivate others, negotiating, influencing and critical thinking skills
- A warm, friendly and helpful manner, a non-judgemental approach to people
- Flexible and positive person with a helpful attitude who adapts to change and is willing to learn

Organisational skills

- Methodical and organised, a confident planner and a quick thinker who is accurate under pressure
- IT skills (MS Outlook, Word, Excel and PowerPoint)
- Able to maintain records and produce clear written and oral reports
- Able to work on own initiative (efficiently manage own time and workload and demonstrate a proactive approach) and work well in a team.

- Professional manner, accurate and attentive to detail, able to stay calm when facing the unexpected

International experience (desirable)

- Experience of optimising website content for international audiences
- Experience of living abroad or working across different cultures is desirable

Other requirements

- Commitment to the aims and values of the charity
- Contribute to EIL's annual business plan, strategies and plans
- Carry out other duties commensurate with this post as required
- Flexible working hours outside normal office hours such as early evenings and occasional weekends
- Travel to other sites for meetings or to lead visits or sessions
- Occasional overnight stays
- A full enhanced DBS check will be required which will be paid for by EIL UK

It is desirable that the post holder has a current driving licence and own transport, insured for business use. EIL UK provides expenses for travel and subsistence.

This role involves working with young people and adults at risk and you will be asked to complete an enhanced DBS check (PVG in Scotland) for which the charity will pay. The post-holder must be willing to undertake safeguarding training and responsibilities.

You must tell us in your application if you have any convictions, bind-overs or cautions, even if they are spent under the Rehabilitation of Offenders Act 1974. Please note that disclosing a conviction does not necessarily bar you from appointment.

As this role requires occasional evening and weekend working, you must be willing to work out of office hours when required. Additional hours will incur TOIL (time off in lieu of time worked).

EIL UK is an equal opportunities employer that values diversity, and we are committed to providing equal employment opportunities for all employees and all applicants for employment.

How to apply

Applications will be accepted on EIL's [application form](#) (no CVs) including a personal statement outlining how you meet the needs of the role.

Email your application to info@eiluk.org or post your completed application form to Sue Preece, EIL UK, 17 Graham Road, Malvern, Worcestershire WR14 2HR.

Applications: [application form](#)

Interviews: In the week ending 24 February 2023

Agencies: No agencies thank you.

Deadline: Applications must reach EIL UK by 12 noon Friday 17 February 2023