

Safer London

Job Description and Person Specification

Key Role Details

Job title: Digital Communications Officer

Location: London/Hybrid

Reports to: Marketing and Communications Manager

Contract: Permanent subject to funding

Hours of work: 21 hours per week

About Safer London

Safer London is a leading charity working with young Londoners and their families affected by violence and exploitation. We believe that all young Londoners can have a positive and productive future. Whatever their history, when a child or young person comes to Safer London, they are just that – a child or a young person.

Safer London's vision is a city that is safe for all the young people who live here. By working alongside young Londoners, their families and peers, as well as with the places where they live and spend their time, we can create a safer London not just for them – but everyone.

Role Description

Role Summary

To lead Safer London's digital communications and engagement work. Developing content across Safer London's social media channels and website, day to day management of social media channels and monitoring and regular reporting on digital metrics.

Key responsibilities

- Manage Safer London's social media platforms, Twitter, LinkedIn, Instagram and YouTube, and lead on the exploration of the expansion of our social media platform portfolio
- Generate bold, creative, share-worthy content that develops the Safer London brand that reflects our values and connects with our audiences
- Analyse ongoing results to identify trends and insights and produce reports to share with the wider team which provides reflections on goals and learning
- Continually survey the social media landscape to spot and analyse trends, the latest digital developments, new measurement tools and opportunities to grow and connect to audiences
- Be responsible for the development and ongoing maintenance of a digital communication content calendar, which takes into consideration Safer London's internal activity/projects and external activities such as awareness days/weeks/months

- Maintain a solid understanding of the changing needs of our social audiences and the channels they use, plan and schedule organic social campaigns
- Manage dialogue with Safer London's social media communities by responding to and driving conversations, as well as play an active role in preparing for, and responding to, issues affecting brand perception and reputation
- Maintain and develop Safer London's website, producing and developing blogs and website content, and monitoring the effectiveness of the user experience via Google Analytics and other reporting tools
- Support the production of Safer London's internal and external newsletters, producing content and key messages to keep core audiences engaged with Safer London and monitor the impact using Mailchimp analytics and other reporting tools
- Any other task commensurate with the level of the role as required

Key Behaviours, Competencies and Skills

- You will have previous experience in digital communications, whether in paid work, as a volunteer, or as an intern
- Willingness to learn all aspects of the department, providing cover where necessary
- You will be a highly self-motivated team player with excellent oral and written communication skills
- Attention to detail as well as being highly organised with a passion for all things digital comms
- Enthusiasm, initiative, and energy are key attributes
- Ability to effectively utilise IT packages including Word, Outlook, Excel etc
- Empathy with a social justice organisation

Additional Considerations

- A basic DBS maybe required
- The successful candidate may occasionally be required to work evenings or weekends

Person Specification

Criteria	Essential/ Desirable	Method of Assessment
Proven record of working in a similar role, either in paid work, as an intern or volunteering role	E	A/I
Knowledge of social media channels and how they are used by different audiences	E	A/I
Experience of managing social media LinkedIn, Instagram and Twitter and social media scheduling tools such as Hootsuite, as well social media reporting and analytics	E	I
Experience in using website Content Management Systems (preferably WordPress) and Google Analytics	E	A/I

Experience of creating different formats of engaging digital content, and using basic design tools such as Canva or Procreate	E	A/I
Excellent copywriting skills and ability to tailor tone, according to audience	E	A/I
Experience of Adobe Creative Suite	D	A
Experience using databases to record accurate and up to date information	D	A/I
Experience of working in the third sector	D	A/I