



## Job description

<b>Job title:</b>	Digital Communications Support Officer
<b>Responsible to:</b>	Communications Manager
<b>Group(s):</b>	Voice, Systems
<b>Activities:</b>	Communications, Members, Digital Products
<b>Salary:</b>	WCVA Grade B: <b>£24,473 increasing to £26,072 pro rata per annum</b> following successful completion of a six-month probationary period
<b>Base:</b>	WCVA operates a hybrid and flexible working policy which means our people can work a proportion of their time at our offices or remotely (including at home). We are a pan Wales organisation with office hubs in Aberystwyth, Cardiff and Rhyl that staff can utilise. There will be a requirement to attend some specific staff events and work engagements at our offices.
<b>Annual Leave:</b>	25 days per annum, plus bank holidays, plus five discretionary days (pro rata)
<b>Travel:</b>	Use of public transport is preferred; when this is not convenient staff may use their own vehicles or the car rental system. Mileage rates are paid in accordance with recommended Inland Revenue rates

- Hours:** 35 hours per week; flexibly.
- Superannuation:** The post will attract a contribution of 9% of annual salary to WCVA's approved pension scheme.
- Language skills:** Demonstrated fluency in the Welsh language, including speaking, listening comprehension and reading and writing is essential to the post.

## **PURPOSE**

As a support officer in our dynamic marketing and communications team, you will help us make the very best of our digital and social channels, keeping them up-to-date and full of compelling, high-quality content. You will also ensure that communications, including publications and online content, are consistent across the organisation.

You will also contribute our website, ensuring content is optimised to drive user engagement and retention.

## **MAIN DUTIES**

- Produce compelling written and visual social media content for multiple platforms using a variety of different tools
- Support in developing social media strategies and campaigns for corporate, programme and project activities
- Day-to-day management of all digital media channels, planning and scheduling impactful and engaging content, designed to drive membership and audience growth
- Engage with and develop relationships with audiences online, sparking debate around voluntary sector issues and engaging with members, partners, and influencers
- Monitor WCVA's digital communications in line with agreed policies and procedures. Collate monthly analytics to assess whether the digital activity is on track to meet KPIs and campaign objectives

- Provide editorial and digital communications support for other WCVA teams
- Act as a brand guardian to ensure our brand voice is applied consistently
- Identify trends and insights, evaluate emerging technologies, and optimise performance of WCVA's digital channels

This is not an exhaustive list. The post holder may be asked to carry out additional duties from time to time or, as required, by the developing needs of the service or organisation.

## **PERSON SPECIFICATION**

The following are **essential skills** (candidates who cannot demonstrate these will not be short listed):

1. Demonstrated fluency in the Welsh Language, including speaking, listening, comprehension and reading & writing
2. Ability to create multimedia content, with good design and layout skills, and the ability and awareness to work to brand guidelines
3. Excellent communication skills, both written and verbal, with evidence of being able to work under pressure and meeting tight deadlines
4. Excellent all-round IT skills, including Microsoft Office
5. Ability to test and trial new approaches as well as assessing the potential for using new and emerging platforms
6. Highly organised and able to manage own workload and run integrated or discrete projects, whilst working effectively as part of a team
7. Good interpersonal skills, including the ability to work with different stakeholders and work collaboratively to solve problems
8. A commitment to promoting a culture where discrimination is eliminated and providing an environment of equal opportunities where

everyone recognises the positive contribution a diverse workforce and community can make

The following are **key skills** (these skills are needed for the role but could be acquired on the job or through training within six months of appointment):

1. Ability to lead on planning and executing multi-media campaigns
2. Experience using website content management systems (such as WordPress) and understanding of Web Content Accessibility Guidelines and SEO
3. Basic video editing and photo editing skills