



## Job Description & Personal Spec

Job title:	Digital Media Officer
Salary:	£22,000 - £25,000 FTE
Hours:	22.5
Start date:	ASAP
Reporting to:	Community & Events Fundraising Manager
Place of work:	The Hub, Paradise, Hemel Hempstead

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### Overall Job Purpose

To raise the profile of the organisation through managing our website, social media channels and deliver a variety of communications and marketing campaigns to engage with new audiences to increase our online presence and raise brand awareness.

Responsible for creating compelling content for a range of digital assets and channels, with a focus on engaging and increasing our social media following, and ensuring the content on our website is relevant and current.

To work closely with other departments across the organisation to identify stories, facts and service user testimonials to communicate, and promote the work of DENS, to existing supporters and the wider public.

### Duties and Responsibilities

- To create strong and compelling visual social media content with eye-catching motivational messaging which captivates all demographics and drives engagement and conversions.
- To ensure the website is kept up to date with fresh, relevant and interesting stories, imagery and video content.
- To identify trends and insights and optimise performance for a range of audiences based on analytics.
- To ensure brand consistency, tone and messaging for all content including website, social media, email, online advertising and all campaigns.
- Research activities and evaluate projects, including data collection, data input, analysis, and reporting.
- To write and deliver email and printed newsletters, with relevant content, strong messaging and effective calls to action to drive supporter engagement.
- Manage external agencies to deliver effective comms & marketing campaigns across social media, digital advertising, email and print media.
- Work closely with the Fundraising Team and contribute to marketing activities by planning, creating and delivering a structured calendar of content to inspire, motivate and recruit new supporters to sign up to DENS portfolio of fundraising initiatives and activities.
- Keep abreast of daily digital marketing trends and apply accordingly to recruit new followers.
- Work to agreed objectives and KPIs and attend performance reviews and 1-1 meetings.
- Develop and maintain effective working relationships with all staff and volunteers.
- Support the implementation of Fundraising Team activities, including Community & Events Fundraising, Corporate Fundraising, Individual Giving and other areas of fundraising.

This role requires working effectively and flexibly as part of a busy team. This list of tasks and responsibilities is not exhaustive, and the Post Holder may be required to undertake other duties as required by the Community & Events Fundraising Manager or Head of Fundraising. This Job Description can be amended by agreement with Post Holder and Manager.

### Person Specification – Digital Media Officer

Requirements	Essential	Desirable
Education & Training	<ul style="list-style-type: none"> <li>A high standard of Education</li> </ul>	<ul style="list-style-type: none"> <li>Educated to Degree Level</li> <li>Marketing or Fundraising qualification</li> </ul>
Knowledge & Experience	<ul style="list-style-type: none"> <li>Experience of working within a fundraising, marketing, PR environment</li> <li>Strong social media skills on all main digital platforms (Facebook, Twitter, Instagram, LinkedIn)</li> <li>Experience of building strong working relationships with supporters and stakeholders</li> <li>Experience of working with budgets</li> <li>Experience of delivering digital marketing campaigns</li> </ul>	<ul style="list-style-type: none"> <li>Experience of working within a Fundraising Team</li> <li>Knowledge of geographical area</li> <li>Working with external &amp; media agencies</li> <li>Working with volunteers</li> <li>Experience of using social media within Fundraising</li> <li>Experience of volunteering for a Charity</li> <li>Experience of navigating sensitive issues such as the personal stories of DENS service users.</li> <li>Understanding of the issues facing homeless people and those on the edge of homelessness</li> </ul>
Skills & Abilities	<ul style="list-style-type: none"> <li>Completely social media savvy and confident to upload and schedule content across all digital platforms</li> <li>Ability to write relevant and engaging copy/articles</li> <li>Super-organised with the ability to independently prioritise, plan and organise</li> <li>Excellent IT &amp; computer skills</li> <li>Excellent communication skills</li> <li>Numerate</li> <li>Good standard of written English</li> </ul>	<ul style="list-style-type: none"> <li>Experience of CRM systems – Donorfy or similar</li> <li>Email marketing – Mailchimp or similar</li> <li>Web CMS – Wordpress or similar</li> <li>Design packages – Photoshop, Illustrator, Indesign, Canva or similar</li> <li>Video production and editing skills</li> </ul>

	<ul style="list-style-type: none"> <li>• Ability to effectively manage a variety of tasks simultaneously and achieve agreed deadlines</li> <li>• Confident communicator</li> <li>• Administratively self-sufficient</li> </ul>	<ul style="list-style-type: none"> <li>• Content Marketing</li> <li>• Data / Analytics</li> <li>• Social media curation</li> </ul>
Personal Qualities	<ul style="list-style-type: none"> <li>• Innovative &amp; Creative</li> <li>• Enthusiastic, motivated and energetic</li> <li>• Ability to build and maintain relationships</li> <li>• Ability to work independently and use own initiative</li> <li>• Tact and diplomacy</li> <li>• Confident and self-motivated with the ability to motivate and enthuse others</li> <li>• Persuasive</li> <li>• Can-do attitude, 'hands-on'</li> <li>• People-focused</li> <li>• Enjoy collaborative working</li> </ul>	<ul style="list-style-type: none"> <li>• Passionate for the cause</li> <li>• Go the extra mile</li> </ul>
General	<ul style="list-style-type: none"> <li>• Available for occasional weekend work to support fundraising activities</li> </ul>	

If you are a match, please fill in the **DENS Application Form – Digital Media Officer document** and submit your application, including your personal statement, to [@HR@dens.org.uk](mailto:@HR@dens.org.uk).

**Please note, we will not accept a general CV for this role.**

**Closing date for receipt of applications is Monday 19<sup>th</sup> October.**

**Video Interviews will take place w/c 26<sup>th</sup> October.**