



Senior Digital Engagement Officer (Social Media and Website)

Salary:	£25,000 - £27,000
Hours:	35 hours (full time)
Location:	London office
Contract period:	Permanent
Accountable to:	Digital Engagement Coordinator
Closing date:	12:00pm, 11th December 2015
Interview date:	18 th December 2015

The Work

The BDA is a registered charity providing local support to Deaf people through empowerment and advocacy in Scotland, Northern Ireland, Wales and England. We specialise in community advocacy, community empowerment, and the development of local campaigns to ensure that local public service providers carry out BSL Charter pledges.

We are looking for a talented, dedicated and driven Senior Digital Engagement Officer to work as part of the Communications team. The post will involve developing and maintaining our new bi-lingual website, raising brand awareness and engaging with members and supporters in an engaging, responsive, accurate and informative manner.

This successful individual will be passionate about promoting equality and human rights, and accept Deaf people as equal participating citizens. The post is based in London with occasional travel throughout the UK may be expected.

The Role

The successful candidate will have a proven track record of website maintenance, managing social media communication, editing and producing content and will also have great customer service skills.

The main aim of the role is to deliver dynamic digital communication across the BDA's website and its social media channels. This includes operation maintenance of the BDA's website and social media platforms in order to effectively promote the BDA's interests, drive key messages and engage and attract a loyal and expanding national and global digital audience. You will be expected to keep up to date with new technology, generate inbound traffic and cultivate leads via marketing.

You will be responsible for all aspects of the BDA website, social media, digital content and BDA's online presence. You will ensure that BDA activities are effectively promoted via internal and external communications to our stakeholders, especially members and supporters.

Responsibilities will include overseeing the implementation and growth of the website, digital media campaigns and social media processes, standards and procedures. You will understand how social media works on all platforms, implementing best practice according to industry standards.

The successful candidate will be expected to work closely with the Digital Engagement Coordinator, the Director of Campaigns and Communications and key project staff to ensure that the website, digital content and all other social media procedures are fit for purpose, align with BDA's key messages and aims.

Main Duties and Responsibilities

This list of tasks is not exhaustive and will be reviewed from time to time in discussion with the post holder.

General

1. Coordinate and grow BDA's digital presence to both national and global audiences.
2. Participate in meetings with internal staff and external meetings as appropriate, representing the BDA externally and internally and be a positive BDA ambassador.
3. Deliver projects to agreed deadlines, managing production schedules, dealing with changes to deadlines and reporting to the Digital Engagement Coordinator as required.
4. Constantly maintain the utmost level of confidentiality and discretion with all information pertaining to the BDA, senior managers, colleagues and activities in general.
5. Remain within the remit of the role and when additional responsibilities need to be carried out, conduct this in a fully informed manner with the approval of the line manager.
6. Abide by and promote BDA's Vision, Mission and Values.

Website

1. Manage and drive the engagement with BDA's online community via the BDA website and social media – achieving set targets for level and quality of engagement
2. Responsibility for the management of the BDA website, drafting content and ensuring all agreed copy, images and digital content is published in a timely manner. This includes promotion of *British Deaf News* magazine.
3. Lead on the design, look and feel of the website, ensuring copy, images and digital content is produced to industry standards and is consistent with BDA's brand guidelines and industry best practice
4. Deliver content strategy and coordinate communications to drive traffic and increase presence of the BDA via its website and digital channels
5. Populate the Content Management System (CMS), optimize the site for search engines and monitor and analyse "traffic" to site and other related mediums

Social Media

1. Manage all BDA social media platforms, publish and promote agreed content to social media platforms, including (but not limited to) Sprout Social, Hootsuite, Twitter, Tumblr, Facebook, YouTube, Google+, Instagram, LinkedIn, Pinterest, and any other accounts maintained.
2. Create and develop social media accounts as necessary across platforms

3. Deliver KPIs across user engagement and ensure quality and timely responses from BDA's staff, stakeholders and its digital community. This includes responding to queries public in a timely manner ensuring they receive a timely and excellent 'one stop' service, providing information, effectively dealing with complaints and positively promoting BDA's brand and key messages
4. Monitor, listen and respond to users across all social media platforms, developing relationships and engaging in active conversations especially in BSL.

Digital content

1. Coordinate the BDA's digital content production, delivering to agreed deadlines and monitoring and reporting on impact and reach
2. Coordinate rich and engaging video content across all digital platforms
3. Manage and drive promotion of new content, vlogs and BSL content to build our digital profile and attract new partnerships/ donors/ funders.

e-Communications

1. Weekly e-newsletter to staff and volunteers
2. Monthly e-newsletter to BDA members and supporters

Person Specification

The candidate will have broad website maintenance and social media experience; he/she will have experience of working in a medium sized company, preferably a national charity. The successful candidate would be expected to be an outstanding communicator and able to confidently engage with people digitally.

Essential

- Experience of Content Management System (CMS), SEO strategies, working with digital and web development agencies.
- Excellent understanding and experience of social and digital media across all platforms.
- Experience working with website and social media in a professional or business environment.
- Good knowledge of current digital and production software – format and processing, e.g. Adobe CC, Final Cut Pro, WireCast (live streaming) and others.
- Experience in producing user-centred web and digital designs.
- Good knowledge of UX, accessibility and technical best practice.
- Good knowledge of HTML coding via Content Management System (CMS).
- Experience of implementing and managing website and social media campaigns.
- Experience of building successful member and/or supporter engagement online, and developing online communities.
- Good working knowledge of using social media insights and statistical analysis such as Google Analytics – know how to evaluate and analyse activity.
- Excellent writing skills, first-rate spelling and grammar, flair for writing.
- Good communication skills, both verbal and written.
- Ability to use own initiative and take a proactive approach.

- Ability to work flexibly, manage varying competing priorities under own initiative and meet strict deadlines.
- IT office skills: MS Office Suite, Word, Excel, PowerPoint and Access, Outlook.

Desirable

- Relevant professional qualification in website / social media GCSE grade A-C in English or equivalent.
- Success in executing social media or web strategies and practical understanding of social media technologies and tactics.
- Podcast and audio/video production.
- Understanding and knowledge with interest of the Deaf community and Deaf issues.
- Experience of working in the charity sector.

Knowledge / Qualifications

The successful candidate will be required to undertake an enhanced CRB check.

Other requirements

The successful candidate will be required to:

- Work occasional flexible hours including evenings and weekends
- Travel away from home occasionally for organisational meetings.
- Commitment to achieving British Sign Language level 2 qualification within 2 years of passing probation