



Job Description: Digital Content & Communications Co-ordinator

Job title	Digital Content & Communications Coordinator
Salary	£25,000 FTE (pro-rata) £10,000 actual
Working week	15 hours per week over 3 days
Annual Leave including bank holiday entitlement	25 days + 8 Bank Holidays (FTE based on 37.5 hours) pro-rata
Post holder's immediate supervisor	Business Manager

The role

Overall aim: To promote Staa's mission, values, campaigns and services ensuring our communications are clear, accessible and inspiring. To create compelling content, manage communications across multiple platforms that strengthens Staa's profile, increases awareness and supports wider organisational goals.

The role is central to how Staa communicates with its audiences, partners, funders and the wider community. The successful candidate will be a confident storyteller who can turn real life work, outcomes and activity into engaging content across digital, print, social media and other marketing platforms.

Working alongside the Business Manager you will create reports for the CEO and Trustees on Staa's delivery performance and provide analysis of uptake and trends in demand for our services. You will also assist in providing regular communications to stakeholders via monthly newsletters, blog posts and website updates.

Principle duties and responsibilities:

- Identifying, developing and sharing stories that showcase the impact of Staa's work. Including liaising with external groups, organisations and suppliers.
- Create high quality written, visual and digital content for use across a range of marketing platforms maintaining a consistent brand voice and visual identity.
- Managing and update digital channels including social media platforms, email newsletters and relevant marketing tools.
- Working with the Business Manager & wider team to turn ideas into clear and engaging communications.
- Creating a regular schedule of social media posts representative of the cross section of Staa's activities and posting any ad-hoc social media posts in response to any immediate priorities.



Job Description: Digital Content & Communications Co-ordinator

- Monitor digital engagement and audience insights.
- Producing seasonal leaflets promoting all Staa's regular and one-off activities
- Updating and editing content on the Staa website, creating blog posts, monthly newsletters, news items, vacancy info etc as required.
- Contributing to Staa's fundraising activity by supporting applications made by other team members.
- Attending team meetings and training as required to support organisational project objectives.
- Carrying out any other tasks which may be reasonably regarded as falling within the requirements of this role.

The post-holder will also be required to:

- Occasionally work on weekend days to support the delivery of Staa's events and to attend occasional evening meetings.

In carrying out the responsibilities described in this job description the post holder is expected to demonstrate commitment and behaviours consistent with Staa's Equality & Diversity policy and to promote and apply this consistently with all project beneficiaries, volunteers, community members, partners, team members and colleagues.

Staff supervised by the post holder:

None

Personnel Specification – Digital Content & Communications Co-ordinator

Criteria	(E) Essential (D) Desirable	Requirement	Selection Method
Knowledge	E	Knowledge of use of Microsoft Office / 365 and social media platforms.	A/I
	D	Knowledge of the charity / not for profit sector.	A/I
	D	Knowledge of the local St Ann's and wider Nottingham City Community, its local services and infrastructure.	A/I
	E	Health & Safety legislation and safe working practices.	A/I



Job Description: Digital Content & Communications Co-ordinator

	E	Information management and data protection/ GDPR requirements	A/I
Skills/Abilities	E	Excellent communication skills including the ability to express ideas clearly in writing	A/I
	E	Excellent storytelling, copywriting and editing skills	A/I
	E	Able to use Microsoft Office confidently and effectively	A/I
	E	Able to use a variety of social media platforms confidently and effectively	A/I
	E	Able to update and amend content on wordpress websites	A/I
	D	Able to manage bookings and event administration on Eventbrite	A/I
	E	Able to use CRM systems to record, evaluate and report on data	A/I
	E	Able to create visually appealing leaflets, flyers and documents	A/I
	E	Keen attention to detail	A/I
	E	Able to prioritise and manage workload, recognising when to seek support from others.	A/I
	E	High level of literacy, numeracy and appropriate IT skills	A/I
	E	Good relationship builder – able to inspire trust and confidence across communities and with partner organisations	A/I
	D	Excellent record keeping and reporting skills	A/I
	E	Able to work flexibly and adapt to changing demands and organisational need.	A/I



Job Description: Digital Content & Communications Co-ordinator

	E	Ability to identify and assess risks and vulnerabilities and work with colleagues to identify solutions and opportunities to mitigate risks.	A/I
Experience	E	At least 1 years' experience in marketing, communications, digital or content focused role	A/I
	E	Experience of using a variety of digital platforms to promote activities	A/I
	D	Experience of creating high-quality publicity materials for print and digital distribution	A/I
	D	Experience of accurately recording event and performance information on a CRM database	A/I
Equality & Diversity	E	Evidence of and commitment to putting Equality and Diversity policy and principles into practice.	A/I
Flexibility	E	Able and willing to work outside of normal working hours as required including occasional evenings and regular weekend days.	I
Reference / Background checks	E	Suitable reference checks with no indication of unsuitability for the role	Post offer of employment