![SCIE logo - social care institute for excellence](scie logo)

Job Description

Post:	**Digital Communications Assistant**
Location:	Home based
Contract type:	Full time
Contract length:	Permanent
Reports to:	Digital Products Manager
Grade:	8
Line Manages:	n/a

Job Purpose

The Digital Communications Assistant supports SCIE's new marketing and communications team, with a specific focus on the website and digital plan including:

1. Supporting the Digital Products Manager in producing and managing all web content, resources and other digital assets.
2. Ensuring the SCIE website and SCIE's digital resources communicate, educate and engage impactfully with our target audiences and customers.
3. Using your knowledge and experience of digital delivery as part of a marketing team to support the marketing and communications team in achieving business development objectives.

Main duties

1. To support the Digital Products Manager in implementing the digital plan in line with our overall marcomms strategic plan, including the evaluation of impact.

2. To support the Digital Products Manager in managing and updating content, resources and video assets on the SCIE website to ensure our website is audience-focused, engaging and meets business needs.

3. To ensure the SCIE website's messaging, content positioning, user journeys, information architecture and content currency are effective, working with content

owners and subject specialists so that the website, its offers and content is timely, high-quality, consistent, and designed for digital dissemination.

4. To support the creation, development and ongoing management of digital based products and services, in line with the brand, including webinars, podcasts, marketing emails, and surveys.

5. To handle MYSCIE login/general user enquiries and other enquiries that relate to marcomms areas as relevant

6. To support the development of new e-learning courses and audio-visual content, as required.

7. To provide digital design, product and delivery advice to colleagues as required.

8. To ensure adherence to SCIE guidelines, templates, consistent quality and timely delivery of well-targeted, accessible, digital outputs.

9. To support the Digital Product Manager to work with colleagues across the organisation, commissioners, customers, the workforce, people with lived experience and carers to update and develop the SCIE's website and ensure that resources are appropriate and useful.

10. To manage SCIE's events calendar and asset libraries, including our extensive image and video library, including selecting appropriate assets for inclusion within digital products.

11. Keep abreast of digital trends and good practice in digital development, new media and other relevant IT fields.

12. To support SCIE's digital marketing strategy and online activity, in ads, analytics and user journeys.

13. Other tasks as may be required, commensurate with the level of the post.

General responsibilities:

1. Embrace diversity and share in our commitment to equality of opportunity and to eliminating discrimination.
2. Have fun and challenge yourself at work, model the charity's values and abide by our policies and practices.
3. Show a clear commitment to working with people with lived experience in a sensitive and non-judgmental way to facilitate positive working relationships.
4. Work flexibly and positively contributing to good team working and the delivery of the SCIE's objectives through matrix working.
5. Other tasks as may be required, commensurate with the level of the post

General Comment

This job description describes the principal purpose and main elements of the job. It is a guide to the nature of the main duties as they currently exist but is not intended as a wholly comprehensive or permanent schedule of tasks.

PERSON SPECIFICATION

	ESSENTIAL CRITERIA
1	**Aptitude / abilities / skills** Excellent written communication skills, with a commitment to communicating clearly and in plain English. Excellent oral communication skills. Experience of Content Management Systems (WordPress, Drupal, etc) and publishing content for a website with multiple audiences and priorities. Knowledge of digital platforms and practices as part of a combined digital communications strategy, including social media, newsletters, campaigns, and web updates. Experience of writing for the web.
2	**Education / knowledge** Degree level or equivalent experience. Knowledge and understanding of effective web stats using tools like Google Analytics. Understanding of the digital accessibility needs of a wide range of stakeholders, for example, of people with visual impairments, people with learning disabilities. Knowledge and understanding of content design, ensuring that content on SCIE.org.uk stays accurate, relevant, current and optimised both for users and search engines.
3	**Experience** Demonstrable experience of managing digital content on a complex website Experience of writing for different audiences. Experience of operating as a brand guardian, ensuring the brand is portrayed consistently and positively. Experience of working with colleagues throughout an organisation, to advise on and support the delivery of web content for hard deadlines.

4	**Personal characteristics**
	Experience of living SCIE's values.
	The ability to work effectively from home with experience of using ICT effectively (including Microsoft Office and project management systems and tools) and use data in accordance with GDPR principles.
	A clear understanding of, and commitment to, equal opportunities and diversity, and the commitment to promote high standards of conduct, integrity and probity.
	DESIRABLE CRITERIA
	Experience of using WordPress CMS.
	Knowledge and understanding of UX design principles and processes.
	Experience of copywriting, editing and proofreading.
	Experience of visual storytelling, and the ability to understand and execute briefs, developing ideas and storyboards alongside scripts.
	Experience of video and podcast production.
	An understanding of local government, health, social care, and voluntary and community sector organisations.