

Job Description & Person Specification

Job title Digital Officer

Directorate Fundraising & Communications

Reports to Web Manager

Supervises n/a

Purpose of the Job

The Digital Officer plays a key role in growing and engaging Shaftesbury's online audience by creating compelling digital content across social media, email and integrated campaigns.

The role is responsible for managing supporter engagement across social platforms, producing high-quality multimedia content and delivering digital communications that support fundraising and organisational objectives.

Working closely with the Web Manager and Content Officer, this role will ensure that digital content aligns with Shaftesbury's brand voice, mission and strategic priorities. The role will also lead on email marketing campaigns as well as managing social media scheduling.

Main Duties

Social media management

- Manage Shaftesbury's social media channels (Facebook, Twitter, LinkedIn, Instagram, TikTok) ensuring engaging and high-impact content
- Plan, schedule and post content in line with the social media content calendar using Orlo.
- Engage actively with followers, responding to comments to build strong supporter relationships.
- Monitor and moderate conversations maintaining brand integrity and identifying any reputational risks.
- Track and analyse performance, providing actionable insights to improve reach and engagement.

Content creation

- Work with the Content Officer to create engaging digital content, including short-form video, long-form content, infographics, podcast content, GIFs and visual storytelling assets.
- Produce and edit video content, ensuring accessibility features are met.
- Design digital assets using tools like Canva, ensuring all content is on brand using templates provided.
- Ensure all digital content aligns with Shaftesbury's identity, tone of voice and messaging guidelines.

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Email marketing

- Lead on the creation and management of email communications using DotDigital.
- Develop and deliver supporter journeys, including automated communications by working collaboratively with the wider team.
- Create and schedule internal and external communications, including newsletters, fundraising appeals and organisational updates.
- Optimise performance through A/B testing, segmentation and analytics.
- Work closely with the fundraising team to drive donations, participation and retention through email strategy.

Campaign delivery and paid media

- Support the planning and execution of digital campaigns, including paid social advertising
- Collaborate with the project managers to ensure effective targeting, segmentation and retargeting.

Insight and innovation

- Monitor trends, emerging platforms and best practice in digital communication.
- Provide regular performance reports to inform strategy
- Identify opportunities to improve reach, engagement and supporter retention.

Working Relationships:

Internal – Fundraising and Communications (working closely with the Senior Creative Designer, Content team and Web Manager). Operations Directorate (care and education), staff at central offices and in services.

External – People we support, families of people we support, agencies, digital suppliers, freelancers as required.

This job description and person specification is not exhaustive and amendments and additions may be required in line with future changes in the post holder's duties.

Person Specification

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Essential Experience

Qualifications:

- Evidence of continued professional development in digital or social media marketing.

Experience:

- Proven experience in social media management, creating content that drives engagement and supporter growth.
- Experience in managing supporter engagement on social platforms, responding to interactions and building online communities.
- Knowledge of social media analytics and reporting tools (Facebook Insights, Twitter Analytics, Google Analytics).
- Demonstrated ability to create compelling digital content, including graphics, short videos and visual storytelling.
- Experience supporting fundraising, communications, advocacy or awareness campaigns through digital marketing.

Technical/Work-based Skills:

- Strong understanding of social media platforms (Facebook, Twitter, Instagram, LinkedIn, TikTok) and how to tailor content for each.
- Knowledge of social media scheduling and analytics tools (e.g., Orlo, Hootsuite, Sprout Social).
- Experience in email marketing, writing and creating engaging campaigns using platforms such as DotDigital, Mailchimp or similar.
- Basic video editing and production skills for social media (e.g., Adobe Premiere Rush, Canva, CapCut).
- Strong copywriting skills and a keen eye for detail.
- Ability to adapt tone and messaging for different digital audiences.
- Experience using DotDigital (or similar platforms) to create email campaigns and manage supporter journeys.
- Ability to track, analyse and report on digital content performance, using insights to optimise engagement.

General Skills & Attributes:

- Creative and innovative, with a passion for social media and digital storytelling.
- Ability to work and apply brand guidelines to all content produced.
- Excellent written and verbal communication skills, with strong attention to detail.

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- Strong time management and organisational skills, able to manage multiple priorities.
- Ability to work independently and proactively, while also collaborating with colleagues across departments.
- Adaptable and responsive to new trends, audience behaviours and emerging digital opportunities.
- Experience in paid social media advertising (Facebook Ads, Instagram Ads, LinkedIn Ads).
- A strong commitment to Shaftesbury's mission and values

Desirable Experience

Skills and Experience:

- Knowledge of SEO and digital audience growth strategies.
- Understanding of accessibility best practices for social media and digital.
- Experience with graphic design tools (Adobe Creative Cloud or Canva).
- Prior experience working in the charity or non-profit sector.

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SAFEGUARDING

Shaftesbury is committed to safeguarding and promoting the welfare of adults, young people and children and expects all employees to share this commitment and follow our safeguarding policies and procedures.

EQUALITY AND DIVERSITY

Shaftesbury is an equal opportunities employer and positively encourages applications from suitably qualified and eligible candidates regardless of sex, race, disability, age, sexual orientation, gender reassignment, religion or belief, marital status, or pregnancy and maternity.

Shaftesbury aims to create and sustain an inclusive work environment which provides equality of opportunity for everyone and reflects the diversity of the communities we serve. The post holder is required to uphold the Equality and Diversity policy and comply with the code of conduct which sets out our standards of behaviour towards those who use our services or work within them.

CHRISTIAN ETHOS AND VALUES

The post holder must carry out all duties in a manner which is consistent with Shaftesbury values which are based on an inclusive Christian ethos.

POLICIES AND PROCEDURES

The post holder must also maintain the policies, procedures and practices of the organisation and as far as possible, must ensure that all activities within the work setting are consistent with those values, policies, procedure and practices.

CONFIDENTIALITY

The post holder must ensure that any information relating to employees, people supported and volunteers (future, current and past) is treated in strictest confidence and must be discussed only within the confines of the work setting with the appropriate members of the team or managers.

HEALTH AND SAFETY

The post holder must be familiar with Shaftesbury Health and Safety policies and guidelines. All work should be undertaken so as to be consistent with these, and so as to ensure own health and safety and that of others affected by their work.

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General Information

I have read and understood the job description outlined above. I confirm that I am capable of fulfilling the responsibilities and requirements of this role. I agree to perform the duties to the best of my ability and in line with the company's expectations.

Employee Signature: _____

Employee Name (Printed): _____

Date: _____