

Making the Leap.

Role Title	Digital Communications Officer
Reporting to	Head of Communications/Deputy CEO
Location	Kensal Green, London, and remotely. Currently three days a week in the office.
Working hours	Monday to Friday, 9.00am to 5.00pm
Salary	£36,750 per annum
Pension Scheme	10% contribution (5% non-contributory)
Closing Date	3 rd April 2024

The Role

- To support with the management of Making The Leap's and the UK Social Mobility Awards' (SOMOs) websites and all Making The Leap social media accounts including Facebook, Twitter, LinkedIn, YouTube and Instagram. Managing UK Social Mobility Awards Twitter and Facebook pages.
- To assist with the design and administration of marketing and communications activities and materials.
- Support with the creation of social media strategies for the organisation and for specific events.
- As part of the Making The Leap team, help transform the futures of young people.

PRINCIPAL ACCOUNTABILITIES AND RESPONSIBILITIES

1. The Post holder must at all times carry out his/her duties with due regard to Making The Leap's policies including Equal Opportunities, Health & Safety and Safeguarding Policy.
2. To contribute, as directed, to the development of Making The Leap's marketing and communications activities for key target audiences through research and implementation.
3. To produce marketing materials such as leaflets, posters and banners to promote our services.
4. To ensure all materials are effective, produced to a high standard within budget and delivered on time to the appropriate target audience.
5. To liaise with internal staff to collate information and then design and create tailored promotional materials/digital marketing campaigns appropriate to Making The Leap's specific projects/activities for children and young people.
6. To support with all aspects of Making The Leap presence at exhibitions, fairs and events, and promotion of the events.
7. Regularly update and manage information on the Making The Leap and SOMOs websites.
8. Update all Making The Leap social media accounts by regularly designing and uploading relevant and audience appropriate information in various media formats and monitoring activity.
9. To liaise with external companies including suppliers or design companies.
10. To evaluate and monitor the effectiveness of marketing campaigns and promotional material, where relevant.
11. Sourcing and editing businesses web content, collecting and publishing case studies and testimonials (website articles and YouTube videos).
12. Complete all administrative tasks including effective record keeping and any other administrative tasks that Line Manager may reasonably require.
13. Participate in Making The Leap's promotional activities (including televisual, radio and written media) as requested.
14. Provide progress/monitoring reports to Line Manager as requested.
15. Analysing information to produce impact statistics.

16. To be part of the team to run Making The Leap.
17. Any other duties within the general scope of the post.

SOMOs

- Liaising with external partners and supporters to ensure cross-promotion
- Updating Social media channels
- Curation of videos and contents
- Writing press releases and any reactive social mobility commentary
- Supporting online advertisement campaigns

Digital marketing activities, including:

- Email marketing
- Social media or Google Advertisement Campaigns
- Supporting SEO audits

Design:

- Ensuring brand guidelines are met
- Updating photography library

PERSON SPECIFICATION

Experience of:

- Relevant experience in a previous role
- Using Social Media channels
- Content creation – for websites and social media channels (LinkedIn, Facebook, Instagram and Twitter)
- Digital skills including Office 365 systems (inc. Teams and SharePoint), WordPress, Photoshop, Google ads and Canva
- Analytics and data skills including Google Analytics
- Developing an engaging end to end digital customer experience
- Experience of key metric tracking
- Broad understanding of social media platforms and insight software
- Digital copywriting and editorial skills

Skills and knowledge:

- Excellent verbal and written communication skills
- Excellent interpersonal skills
- Excellent organisational skills: the ability to manage a variety of tasks to multiple deadlines
- Reliability
- Self-motivated, energetic and able to use own initiative
- Professional approach to all tasks, flexible and self-demanding of excellence
- Attention to detail
- Excellent telephone manner

Personal attributes:

- Passionate about enabling social change and supporting young people to achieve the best from life
- A purpose-driven mindset and commitment to an ethical approach

- Proactive, self-starter with energy and drive
- Professional, approachable and compassionate
- A flexible attitude with a curious mindset and ability to keep learning
- Ability to identify, plan and prioritise own work
- Ability to meet set targets
- Ability to work to and achieve deadlines
- Ability to work as part of a team and on own initiative

If you wish to be considered, please apply via CharityJob with your CV and a covering letter explaining why you are interested in this position and why you want to work for Making The Leap. The covering letter is your opportunity to talk yourself into an interview: please use it.

***Please note: Any application that does not include a covering letter will not be considered.**

Due to the large number of applications we receive, we regret that only shortlisted candidates will be notified.