

## Digital Content Executive

<b>Salary</b>	£30,000 - £32,000 per annum
<b>Hours</b>	Full time (37.5 hours per week)
<b>Contract</b>	Permanent employee
<b>Location</b>	London / hybrid (3 days in the office, 2 WFH)
<b>Reports to</b>	Marketing & Community Engagement Manager

### Purpose

To lead Suicide&Co's digital storytelling, creating compelling content that grows our reach, strengthens our community and inspires meaningful conversations. From social media and video content to community management, ambassador engagement and lived experience storytelling, you'll bring our mission to life through authentic, compassionate and impactful digital communications. As the first point of connection for many people, our digital channels play a vital role in helping people discover our services, access support, engage with our community, and get involved through fundraising, volunteering and partnerships. You'll also nurture our online community through thoughtful, timely and compassionate engagement, responding to comments and messages to create safe, supportive spaces where people feel heard, valued and connected. Every piece of content you create and every conversation you have will help connect more people to the support they need and the work we do.

### Digital Storytelling & Social Media

- Develop and deliver engaging social media content across Instagram, Facebook, LinkedIn, TikTok and YouTube that brings Suicide&Co's mission to life.
- Create compelling, platform-specific content that informs, inspires and encourages meaningful engagement.
- Own and manage the organisation's content calendar, planning content well in advance to support campaigns, awareness moments, fundraising activity and service promotion.
- Work collaboratively across the organisation to translate priorities, campaigns and initiatives into engaging digital content that reaches the right audiences.
- Build an active and supportive online community by monitoring interactions and responding with warmth, professionalism and empathy.
- Analyse social media performance and audience insights, using data to continually improve engagement, reach and impact.

### Content Creation

- Produce high-quality static assets using Canva, owning our Brand Guidelines and ensuring that we the brand remains consistent, whilst coming up with new campaigns and designs.

- Produce and edit high-quality video content that captures the heart of Suicide&Co and connects with diverse audiences.
- Ensure all digital content is accessible, including captions, inclusive design principles and best practice accessibility standards.
- Ensure content reflects key awareness dates, cultural and religious events, and moments of significance in a thoughtful, inclusive and culturally sensitive way.
- Stay up to date with emerging digital trends, platform developments and creative opportunities, bringing fresh ideas and innovation to our digital presence.

## Ambassador & Community Engagement

- Build positive relationships with our Online ambassadors, providing ongoing communication, guidance and support.
- Support in coordinating all ambassador involvement across campaigns, events, media opportunities and digital content.
- Liaise with individuals who want to contribute to our lived experience collections, working with our Digital Services Specialist
- Ensure all lived experience content is handled sensitively, ethically and in line with consent, safeguarding and organisational guidance.
- Liaise with the individuals who are interested in Community Fundraising working with the Community Fundraising team

## Collaboration & Continuous Improvement

- Work collaboratively with colleagues across services, fundraising and operations to maximise the impact of digital communications, supporting them specifically in designing assets on Canva ensuring their assets are on brand.
- Contribute ideas that continually enhance Suicide&Co's digital presence, helping us reach more people who may benefit from our support.
- Undertake other duties appropriate to the role as required by the Community Engagement & Marketing Manager, CEO and Senior Leadership Team.
- Maintain a commitment to your own personal and professional development.
- Always work in accordance with Suicide&Co's values, policies and commitment to compassionate, inclusive communication.

## Person Specification

We have described below the range of experience, qualifications, knowledge, skills and attributes we are looking for.

Qualifications, experience and knowledge	Essential	Desirable
Proven experience in managing social media platforms and creating engaging content	X	
Proficiency in video production, including filming, editing, and post-production processes	X	

Proficiency asset design on Canva	<b>X</b>	
Experience in community management and fostering online engagement	<b>X</b>	
Ability to handle sensitive content with empathy and discretion	<b>X</b>	
Strong written and verbal communication skills	<b>X</b>	
Familiarity with content management systems and digital analytics tools	<b>X</b>	
Experience working with ambassadors or influencers in a professional capacity		<b>X</b>
Understanding of accessibility standards in digital content		<b>X</b>
Degree or equivalent qualification in a relevant field (e.g., Digital Media, Communications)		<b>X</b>

This role requires eligibility to work in the UK and a Basic DBS check.