

JOB DESCRIPTION

JOB TITLE:	Senior Digital Officer Fixed-Term
STATUS:	Fixed term contract for 18 months
HOURS:	35 hours per week 9:30am - 5.30pm JDRF operates a flexible working hours policy
SALARY:	£35,350 per annum if London-based or £32,925 per annum if home-based
HOLIDAY:	25 days plus statutory holidays pro rata
LOCATION:	Hybrid working part London Office (Islington, London) working a minimum of one day a week in the London office and part homeworking or flexible location home working
REPORTS TO:	Digital Manager
DIRECT REPORTS:	None
KEY INTERNAL RELATIONSHIPS:	Head of Digital; Digital Manager; Senior Digital Officer; Deputy Director of Marketing, Digital & Transformation; Director of Policy and Communications; Marketing, Fundraising, Content, Community Engagement, and Research Communications colleagues.
KEY EXTERNAL RELATIONSHIPS:	Digital and creative agencies; key stakeholders

JDRF is the type 1 diabetes charity, improving lives until we find the cure. We fund research to cure, treat and prevent type 1 diabetes. We also provide information for



children and adults living with the condition at all stages, from diagnosis and beyond. We give a voice to people with type 1 diabetes and campaign for increased focus on, and funding for, research to find the cure.

We want our employees to be committed and prepared to go the extra mile to assist us in finding the cure for type 1. Whatever your role is within JDRF you can be guaranteed that your work will always be rewarding. Get involved and use your skills to help JDRF find the cure for type 1.

DEPARTMENT

The temporary Senior Digital Officer role will sit within the Policy, Communications & Community Engagement department. The postholder will report to the Digital Manager.

PURPOSE OF THE ROLE

JDRF is currently rolling out its digital transformation programme, which will improve how we reach people with type 1 diabetes and how we work as an organisation. This fixed-term role will support the next phase of this rollout by taking on some of the day-to-day management of JDRF's online platforms, predominantly the website, but also including activity on other channels and platforms.

This role specifically will involve:

- Expanding and improving our digital engagement with supporters through creating, loading, optimising and managing web content.
- Building compelling journeys and pages across the website and other platforms, such as events fundraising platforms
- Increase our reach by ensuring our website is search engine optimised and to champion improved optimisation with all content providers across the organisation.
- Support user experience testing and apply learnings to further develop compelling digital journeys for all our visitors.
- Set up, track, optimise and evaluate paid media campaigns.
- Evaluate and analyse performance across our digital channels.

KEY RESPONSIBILITIES

- Develop, optimise and maintain website content, working with colleagues in Marketing, Content and Fundraising to ensure content meets supporter and organisational needs and is in line with digital best practice
- Engage in user experience testing of key parts of the website and use insights to improve content optimisation and enhance user journeys which deepen audience engagement
- Ensure all website content is search engine optimised and support colleagues in learning how to create optimised content
- Build website and other platform pages and forms and upload content supporting fundraising and engagement activities
- Support user acceptance testing for new or refreshed digital products
- Liaise with agency support developers to resolve website bugs and issues
- Analyse website performance and support internal reporting
- Set up, track, optimise and evaluate paid media campaigns.
- Be a brand ambassador, ensuring the organisation remains on message both in content and visually
- Build good working relationships with relevant stakeholders internally and externally
- Provide induction training to new staff on the use of the website content management system and Eventbrite
- Keep up to date with digital developments and trends and help to champion change within the organisation
- Any other duties as required

PERSON SPECIFICATION

Criteria	Essential	Desirable
Experience:	<p>Demonstrable experience of using WordPress in a professional environment</p> <p>Demonstrable experience of using Eventbrite</p> <p>Experience of working with digital agencies</p> <p>Demonstrable experience of providing digital support to multiple teams across an organisation</p> <p>Experience of optimising content for organic search and accessibility</p> <p>Experience of using data to improve user experience and user journeys</p> <p>Experience of setting up, tracking and optimising paid media campaigns</p>	<p>Experience of charities or medical research organisations</p> <p>Experience of working in a fundraising environment</p> <p>Experience of using the Funraisin events platform</p>
Skills:	<p>Excellent communication skills with the ability to write and think creatively</p> <p>Confident brand ambassador able to guide suppliers and stakeholders</p> <p>Strong planning and organisational skills</p> <p>Good content and website management skills</p> <p>Good SEO skills and understanding of UX principles</p>	

	<p>Ability to set up, track and monitor paid media campaigns on Facebook, Instagram and Google</p> <p>Google Analytics 4 and Google Tag Manager skills</p> <p>Ability to train and support internal staff with basic content editing</p> <p>Able to work on multiple workstreams to deadlines</p> <p>Able to work on own initiative as well as part of a team, with key stakeholders and suppliers</p> <p>Able to use image optimisation tools e.g. Photoshop</p>	
<p>Personality:</p>	<p>Commitment to JDRF's values</p> <p>Commitment to working towards agreed priorities</p> <p>An understanding of how to contribute to teamwork and manage cross-organisational working relationships</p> <p>High level of initiative and problem solving</p> <p>Keeps the bigger picture in mind when developing and delivering workstreams</p> <p>Effective and efficient approach to working, able to deliver at pace</p> <p>Confident, friendly and professional</p> <p>Goal-orientated with strong negotiation skills</p>	
<p>Other:</p>	<p>Willingness to work occasionally outside office hours</p>	<p>Understanding of type 1 diabetes and research</p>

	Willingness to undertake occasional national and international travel on behalf of JDRF	
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EQUAL OPPORTUNITIES

JDRF is an equal opportunity employer and does not discriminate against employees for job applications on the basis of race, sexual orientation, religion, colour, sex, age, national origin, disability or any other status or condition protected by applicable law. This policy extends to but is not limited to recruitment, selection, remuneration, benefits, promotion, training, transfer and termination.

JDRF is a registered charity No. 295716 (England and Wales) and SC040123 (Scotland). Raising funds for research to find a cure for type 1 diabetes.

www.jdrf.org.uk