Sands

Application Information

**Digital Communications Officer**

**About Sands**

Sands, the stillbirth and neonatal charity, is a well established and widely respected national charity that:

* Supports anyone affected by the death of a baby
* Works in partnership with health professionals to ensure that bereaved parents and families receive the best possible care
* Promotes and funds research and changes in care that could help to reduce the loss of babies’ lives.

Over 30 years ago the devastating impact of the death of a baby on the mother and father was neither widely understood nor acknowledged. For many parents it felt as if their baby had not existed and did not matter. Sands was established in 1978 to change that perception.

Since that time Sands has supported many thousands of families whose babies have died, offering emotional support, comfort and practical help. Working in partnership with health professionals and service providers, Sands has played a lead role in transforming the culture and practice of perinatal bereavement care in the UK.

Whilst the way in which parents and families are cared for and supported has substantially changed, the tragic reality is that large numbers of families continue to be devastated by the death of a baby. In the UK, in spite of medical advances, 17 babies are stillborn or die within the first 28 days of life every day.

Bereavement support for parents who’ve lost a baby and working in collaboration with health professionals, remains at the core of everything that Sands does. But Sands also aims to ensure that there are fewer bereaved parents to support.

Find out more about our work: www.uk-sands.org

Sands Benefits

**Annual leave**

Staff receive 28 days annual leave plus bank holidays. Staff will be required to take 3 days annual leave during the period between Christmas & New Year.

**Employee Assistance Service**

At times staff members may face and need help with a variety of issues throughout their lives and as part of the commitment to staff members we provide a 24:7 independent and confidential counselling and information telephone service, free of charge. Support is available on a range of issues including legal, financial, emotional, health issues and work related concerns.

**Season ticket loan**

Permanent Head Office based staff are offered the opportunity to take an interest free loan to purchase season tickets for the journey between home and work. Available after a qualifying period.

About the role

This is an exciting opportunity for a skilled digital media professional who can bring their expertise to a key new role within an expanding communications team. With experience in planning, commissioning, creating, delivering and analysing digital activity, you will be instrumental in increasing the organisation’s use of digital platforms and social media.

You'll need to be strategic, with the ability to work across the organisation at all levels and will help deliver effective digital communications to support our digital and organisational strategies. You’ll be experienced in a variety of online platforms and have excellent knowledge of content management systems, with the ability to be innovative and devise creative solutions. You’ll be an experienced communications professional, with the ability to engage a variety of audiences online and through social media, and have superb copywriting and editorial skills plus an eye for design. You’ll also lead on a variety of discrete projects for which first class organisational and people skills are essential.

To apply

Please return the completed application form and monitoring form to **recruitment@uk-sands.org** by the closing date below:

**Closing date:** 9am on Monday 9th February 2015

**Interviews:** Interviews will take place during the week beginning 16th February 2015

Interviews will be held at our Head Office: Sands, 28 Portland Place, London, W1B 1LY

As we have limited staff resources we are unable to provide candidates with feedback about their applications. If you have not heard from us within 2 weeks of the closing date, then please assume that you have not been shortlisted.

Job Description

**Job Title:** Digital Communications Officer

**Responsible to:** Communications Manager

**Location:** Sands Head Office, 28 Portland Place, London, W1B 1LY

**Contract:** Permanent

**Salary:**  £24,465, Plus LWA of £3350

**Hours:** 35 per week (9.30am to 5.30pm)

**Main Purpose of Job:**

1. Responsibility for all Sands digital output.
2. Devising and implementing digital strategy in conjunction with the Communications Manager.
3. Responsible for growing and consolidating Sands’ online presence, particularly the Sands website, social media and Sands forum, in conjunction with other relevant staff members.
4. Content responsibility for website, working with other members of communications team.

**Key Responsibilities**

* Coordinate and deliver the organisation’s digital communications strategy, to provide a consistent and compelling digital presence, with a view to increasing profile, support, income generation and campaign success
* Assist the Communications Manager in the development and implementation of the strategic direction and plans for the organisation’s online and digital presence.
* Responsibility for managing website content, ensuring content is regularly refreshed, optimised, accurate and relevant and meets brand guidelines
* Proactively ensure website copy is up to date and manage this process by guiding and assisting content contributions from staff and by preparing and writing copy for web pages.
* Responsibility for updating facebook and ensuring posts are thoughtful, timely and strategic, ensuring maximum reach and impact
* Lead on establishing Twitter presence, ensuring consistent monitoring and regular and timely tweets to maximise potential and reach across all areas of Sands’ work
* Lead and manage discrete digital projects for the organisation
* Support for, and development of, the Sands online forum
* Support other teams to integrate the Sands website and social media activity into their work
* Work closely with fundraising team to maximise online income generation
* Sourcing, writing and editing online content working alongside communications team
* Utilising web analytics to support the evaluation, development and promotion of the websites
* Contribute to the development of the website and particularly with regards to usability, accessibility and system functionality
* Be the first point of contact for questions/comments on social media platforms and responding in a timely fashion
* Provide any necessary training and expertise to colleagues
* Keep up to date with latest developments in digital and social media and exploring new platforms
* Use key performance indicators to regularly review and analyse digital media activity
* Provide comprehensive analysis of social media engagement to support campaign evaluations
* Provide integration of digital media with the web, including developing and producing podcasts, audio/video, photography and digital media.
* Build relationships and work effectively with colleagues to develop appropriate web content to promote the organisation and to implement the use of new digital and social media.
* Provide advice and counsel on best practices on web marketing and new media, including email campaigns, online newsletters, search engine optimisation/marketing, podcasting and RSS feeds
* Provide cover for the press office where necessary
* Represent the department at relevant internal and external meetings and ensure that the web and digital presence complements the objectives of the organisation

**General**

* To undertake other duties as required by the Head of Fundraising & Communications, Communications Manager and board of trustees from time to time
* To work flexibly with other members of the team
* To maintain confidentiality over personal information relating to staff
* Abide by all Sands Policies and Procedures
* Undertake all mandatory training as required
* Participate in annual appraisal and personal development review
* The post holder must familiarise themselves with matters relating to Health & Safety Management, as affecting themselves, their department and the organisation as a whole.
* Promote the Sands vision and values at all times

This Job Description is not contractual and is liable to change over time.

Person Specification

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| **Importance** | **Criteria** | **Assessment** |
| Essential | Minimum three years in a similar role | Application and interview |
| Essential | Excellent experience of web content management systems (preferably Drupal) | Application and interview |
| Essential | Excellent knowledge and experience of social media platforms including Facebook, Twitter, Instagram and related platforms such as Storify | Application and interview |
| Essential | Experience of developing and implementing digital strategy | Test, application and interview |
| Essential | Excellent attention to detail and ability to be meticulous in work | Application and interview |
| Essential | Ability to write engaging copy and good editorial skills | Application and interview |
| Essential | Experience of working with outside agencies | Application & Interview |
| Essential | Design skills and basic HTML knowledge | Application and interview |
| Essential | Experience of online marketing and e-newsletter distribution | Application and interview |
| Essential | Knowledge of how a press office works and ability to work with the media | Application and interview |
| Essential | Good interpersonal skills and ability to work as part of a team, deputising where appropriate | Application and interview |
| Essential | Strong organisational skills | Application and interview |
| Essential | Ability to work occasional evenings and weekends and to undertake occasional travel throughout the UK | Application and interview |
| Desirable | Knowledge of digital campaigning and related online platforms and software | Application and interview |
| Desirable | An understanding of maternity, health care policy and practice across the UK | Application and interview |
| Essential | Empathy with Sands and its aims | Application and interview |