

Job title:	Digital Marketing Officer (Social media and website)
Location:	Head Office, London, SE1 (with flexibility for homeworking)
Team / Department:	Marketing
Reporting to:	Digital Marketing Manager
Salary:	£27,000 – £29,500 per annum

Main purpose of role

Responsible for the day to day running of our social media channels including Meta, X, LinkedIn and YouTube and the day to day running of our website. This involves developing and managing the organisation-wide social media schedule; managing, optimising and reporting on the website, and testing, evaluating and reporting on performance to drive engagement and reach new audiences.

You'll work closely with the Digital Marketing Manager and wider Marketing team to contribute to the digital elements of the marketing strategy, and with teams across the organisation to effectively communicate our wide range of information, services, fundraising and campaigns to digital audiences.

Main tasks and responsibilities

Organic social media

- Responsible for the day to day management of our social media channels including Meta, X, LinkedIn and YouTube.
- Manage the social media schedule: coordinating, planning, editing and publishing engaging content across all channels and managing competing priorities to get the right balance of messages.
- Work with teams across the organisation to create social media plans for all major projects and campaigns, ensuring they are integrated with our wider communication plans.

- Ensure excellent and consistent community management of our social media channels, responding to posts, engaging with followers and ensuring a high quality supporter experience.
- Adapt content for different channels concentrating on getting the right tone of voice for the relevant audience and content in the right format for each channel.
- Produce monthly, campaign and ad hoc social media analysis and evaluation to provide data-driven insights and recommendations.
- Work closely with the Creative and Content team to suggest, test and evaluate new content opportunities and advise on best practice formats.
- Provide competitor analysis to scope out what's working well for other organisations and suggest recommendations for new and creative ways to showcase our work.
- Spot relevant news stories, flag issues and share developments with teams internally.
- Support staff and volunteers on effective use of social media and facilitate teams to publish live real-time social media updates on event days.
- Keep up to date with the latest trends, technologies, standards and developments in social media.
- Ensure digital content meets accessibility standards and reflects the charity's commitment to inclusive communication.
- Work with the Digital Marketing Officer (Paid media and email marketing) to coordinate organic content with paid social media and email activity where relevant.

Website

- Responsible for the day to day running of the website, managing website updates from across the organisation and ensuring continuous improvement and development to content, layout and structure.
- Work with teams to advise on best practice and ensure website content is fresh, up to date and in line with our brand, key messages, style and tone of voice.
- Produce monthly, annual, campaign and ad hoc analysis and evaluation of the website to provide data-driven insights and recommendations.
- Use analytics, monitoring/tracking tools and testing strategies to understand more about our how the website is being used, helping to optimise it for conversions and create an improved supporter experience.

SEO

- Work with the Digital Marketing Manager and our external supplier to develop our SEO strategy to help the charity be more visible, increase reach and optimise our website for search.
- Upskill other teams where necessary to consistently roll out these improvements.

Other

- Share out of hours cover of digital communication channels.
- Occasional paid social media support (Meta advertising), email marketing support (Dotdigital) and use of the CRM (MS Dynamics).

Extent of authority

- Prioritising and planning own workload to meet objectives.
- Liaison with other staff without referral.

Initiative and authority

- Initiative in recommending to the Digital Marketing Manager the areas to be considered as part of overall digital strategies.
- Initiative in anticipating and solving own problems and informing of the impact on other areas as appropriate.

Values and behaviours

To behave in a manner that reflects the charity's values.

To contribute to the overall development of the charity.

To ensure all actions undertaken comply with GDPR.

To contribute towards regular reviews of risks and take steps to reduce them.

To be aware of health and safety issues and obligations.

To represent the charity as and when required.

To undertake other such tasks as required by line manager.

A commitment to and an understanding of disability issues, equal opportunities and diversity.

To always demonstrate role model behaviour.

1 Experience	
<ul style="list-style-type: none"> • Experience of a digital role in an organisation including working across social media channels, websites and SEO. 	Essential
<ul style="list-style-type: none"> • Experience of managing an organisation's organic social media content and communities. 	Essential
<ul style="list-style-type: none"> • Experience in using a CMS and basic knowledge of HTML. 	Essential
<ul style="list-style-type: none"> • Strong understanding of the latest trends, technologies and standards. 	Essential
<ul style="list-style-type: none"> • Experience in creating and making improvements to web content with SEO in mind. 	Desirable
<ul style="list-style-type: none"> • Experience of coaching, advising and supporting other teams in using digital marketing channels. 	Desirable
<ul style="list-style-type: none"> • Experience working for a charity, not for profit or healthcare organisation 	Desirable
2 Personal qualities and knowledge	
<ul style="list-style-type: none"> • Committed, self-motivated, proactive and creative 	Essential
<ul style="list-style-type: none"> • Planning - The ability to develop and implement clear and robust plans for self and others to follow. 	Essential
<ul style="list-style-type: none"> • Leadership - The ability to set instructions whilst empowering others to accomplish tasks. Demonstrates flexibility by adopting a management style to the given situation. 	Desirable
<ul style="list-style-type: none"> • Organisational skills - The ability to manage own time and tasks effectively, keeping on top of multiple projects and prioritising effectively. Taking an approach that is results orientated and systematic making you personally effective in managing own workload. Ability to work under pressure and to tight deadlines to a high standard. 	Essential
<ul style="list-style-type: none"> • Ownership and accountability - The ability to accept responsibility for own area of work, identifying critical elements and working in a proactive/solution focused way to achieve. 	Essential
<ul style="list-style-type: none"> • Team work - The ability to accept responsibility for own area of work, identifying critical elements and working in a 	Essential

proactive/solution focused way to achieve. Strong interpersonal skills and ability to build effective working relationships.	
<ul style="list-style-type: none"> Communication - The ability to represent Muscular Dystrophy UK effectively and professionally. Produces clear and effective communications appropriate to the audience, utilising the most appropriate channel and in keeping with brand guidelines. 	Essential
<ul style="list-style-type: none"> Self-development - The ability to constantly challenge and improve self and others demonstrating ambition for self and charity to achieve goals. 	Essential
<ul style="list-style-type: none"> Volunteers and supporters - The ability to work effectively with volunteers and supporters to deliver business goals. Recognises the value and contribution of volunteers and supporters – empowers others through provision of support, coaching and training. Sensitive and empathetic when liaising with supporters, beneficiaries and their families 	Essential
<ul style="list-style-type: none"> Flexible and willing to work extra hours as necessary to accommodate busy work load. 	Essential
<ul style="list-style-type: none"> Excellent copywriting skills 	Essential
<ul style="list-style-type: none"> Strong attention to detail and accuracy 	Essential
3. Details	
<ul style="list-style-type: none"> Hours – 35 per week 	
<ul style="list-style-type: none"> Holidays – 25 days 	