

Job Role	Digital Communications Officer
Location	London and/or home-working
Salary	c. £25k
Responsible to:	Head of PR & Communications
Responsible for:	Creative digital content creation; digital channel management and development; news and social media monitoring, and evaluation and internal reporting of impact of digital communications.
Job Purpose	
To support the successful delivery of Capital Letters' internal and external communication strategy through digital content and channels	
Key Responsibilities	
<ul style="list-style-type: none"> • Create and publish engaging, accessible, accurate and appropriate content for Capital Letters social media accounts (eg Twitter, LinkedIn) • Record and edit video content that is accessible and shareable through owned channels • Monitor engagement on social media accounts and respond or escalate as appropriate using standard tools eg Hootsuite • Basic design and infographics using tools such as Canva and Piktochart • Monitor news and social media feeds to curate internal news digests using tools such as Feedly and Hootsuite • Develop and manage a library of digital assets, including graphics, photos and video • Manage the Wordpress-based website and Sharepoint intranet, including uploading content and accessing data from Google Analytics; • Produce internal and external newsletters using industry standard tools eg Mailchimp, Sway • Produce visually engaging presentations eg Powerpoint • Produce a performance dashboard on media and digital coverage for internal reporting and channel development, using data tools such as Excel or Google Sheets 	

Person Specification	
Area	Requirements
Qualifications/ Education	<ul style="list-style-type: none"> • Degree or equivalent training or experience • PR or marketing qualification (desirable)
Knowledge	<ul style="list-style-type: none"> • Understanding of digital content creation and channels • Familiarity with social media and digital content tools • Awareness of how digital communication fits into a wider communication strategy • Understanding of audience insight and campaign planning to meet business objectives
Experience	<ul style="list-style-type: none"> • 2 years' experience in a similar role or demonstrable digital communication skills and knowledge • Background in property, local government, homelessness or related social issues (desirable)
Skills	<ul style="list-style-type: none"> • Managing social media and digital communication channels • Basic design eg Photoshop, InDesign, Canva • Basic photography and/or video-making and editing • Analytic data-gathering and evaluation • Writing for the web
Abilities	<ul style="list-style-type: none"> • Convey information and ideas visually • Learn new web-based digital communication tools quickly • Work with a wider range of people, including at director-level and external partners • Identify communication opportunities and risks • Identify and applying new trends in digital communications • Ability to multi-task, prioritise work and work under pressure
Personal attributes	<ul style="list-style-type: none"> • Calm and professional • A strong level of self-motivation and initiative • Personable with a 'can do' approach • Confident and effective team worker • Flexible and adaptable to changing workloads • Commitment to personal development and continuous improvement • Values-driven behaviours that support Capital Letters' cultural ethos • Confident with a good sense of humour

Capital Letters Values

Value	Definition
COLLABORATION	We work in partnership, listening and respecting each other to achieve our shared objectives. We believe that more can be achieved by working as one team
ACCOUNTABILITY	We take personal responsibility and ownership for our actions to deliver our promises.
PASSION	We are passionate about making a difference and we take pride in everything we do.
INTEGRITY	We are open, honest and transparent. We value diversity and do what we say we will.
TRUST	We believe in each other, working hard to earn trust and build credible relationships with others. It is the basis of our success.
AGILITY	We are open to new ideas, responsive and flexible. We are innovative and creative, adapting proactively to be best in class.
LEARNING	We are committed to creating a positive environment to embrace change and opportunities to continuously improve and grow, personally and as a company.