

Dogs for Good Job Description



Post: Web & Social Media Manager
Responsible to: Communications Manager

Key Tasks

1. To develop the charity's web and digital engagement to increase traffic and engagement and recruitment. This will include working with the Communications Manager and external suppliers to maximise search engine optimisation and digital advertising.
2. Manage relationships and contracts with key third party web and digital suppliers. This includes managing our web hosting and development contract.
3. Day to day management of our website (currently Wordpress) including updating page content, writing blogs, developing areas for maximise engagement and traffic, our online shop and advertising.
4. Responsible for our social media strategy which maximises engagement and sharing of content and work with relevant third party suppliers to support.
5. Overall management of our social media pages including developing social media calendar and content for Facebook, Twitter, LinkedIn and Instagram.
6. Advising on development of content for web and social media including infographics, film and photography.
7. In conjunction with the communications strategy and wider communication and fundraising team develop strategies and tools to increase awareness of Dogs for Good's work and drive traffic.
8. Evaluate and report on digital activity and statistics through google and social media analytics.
9. To work alongside the Communications Manager and the fundraising department to develop and implement digital elements to maximise fundraising potential of all events and activities.
10. Run and evaluate the effectiveness of social media advertising campaigns to recruit new supporters, increase donations and aid volunteer recruitment.
11. Contributing to the development of the charity's Digital Asset Management resource to ensure that staff have access to a wide range of photographic, film and information resources.

12. Monitor Dogs for Good closed Facebook groups for stakeholders, facilitate useful content for external social media pages and website and respond to specific comms requirements of groups.
13. Keep up to date with digital developments and identify how developments may support and create opportunities for overall communications strategy.
14. Ensure corporate identity is adhered to online and all legal requirements are met, while working towards accessibility in all content across a range of devices.
15. Protect our corporate reputation online and through social media.
16. Contribute to the communications strategy, plans and team – supporting other team members and the manager as required.
17. To carry out other tasks as agreed with your line manager.

Key Competencies

1. Knowledge and demonstrable experience of:

- Leading on digital aspects of the communications plan for a charity.
- Developing media content for different media and targeting distinct audiences.
- Using and updating a website (CMS), preferably Wordpress, is essential.
- Maintaining and developing relationships with other key stakeholders.
- Developing a library of visual content (photography and video) to promote the charity.
- Creating strong SEO content to drive traffic to the website
- Using Google Analytics and Social Media analytics to inform website development and campaigns and report back to wider teams.
- Online advertising including managing Google Adwords account, social media advertising and online display advertising.
- Working with outside agencies to manage web development, social media strategy and SEO content.
- Proven track record of developing audience engagement on social media, particularly Facebook, Twitter, Linked In and Instagram.
- Creating and editing in-house films and photographs on mobile and digital camera and using imovie.
- Managing a content library of images and films to share with a wider team
- Brand development and corporate identity
- Legal requirements around ensuring online data security and safeguarding for all charity stakeholders.

2. Communication and Contacts

- Ability to effectively and professionally communicate with all levels of staff and wider stakeholders within the charity.
- Maintain and develop relationships with internal and external contacts and key advocates of Dogs for Good.
- Manage relationships with third party suppliers.

- Ability to work effectively as part of a team.
- The ability to communicate effectively with a wide range of people.
- Strong written and oral communication skills.
- Skilled in writing for SEO and social media

3. Planning and Organisation of Work

- Ability to plan the work of yourself and members of your team to meet targets within agreed timescales and budgets.
- Ability to create content in accordance with the wider communications plan in a timely and effective manner.
- Ability to set up new projects and resources to benefit the wider organisation
- Advise on digital developments and make recommendations to the wider team
- Continue to develop the charity's website and social media based on evaluation and learning from across the industry.
- Be organised to ensure that time and other resources are utilised effectively for you, colleagues and relevant volunteers.
- An ability to produce work that can be used across multiple channels.
- An ability to organise yourself and structure time well to meet many different calls on your time.

Other Requirements

1. Whilst employed by Dogs for Good you will be required to hold a full UK Driving Licence or be able to travel to off-site locations through 'Access to Work'.
2. Experience / understanding of working with dogs or working with people with disabilities including autism.
3. Specialist communications qualifications such as CAM or a media studies related degree or demonstrable experience of working in communications.
4. You will be required to have a criminal record check carried out by the Disclosure & Barring Service (DBS) when you first join the charity and every four years thereafter.
5. You are expected to have a good understanding of safeguarding issues and how they should be applied to the work of the charity.