<u>**Job Description**</u>

Digital Content Officer   Full time

Job Purpose

The Digital Content Officer will work with the Communications and Development team to ensure that World Land Trust has an up to date, bright and relevant digital presence. The role is focusing on raising awareness of WLT through digital content, mainly relating to the website and social media. The Digital Content Officer will work closely with the Editor/Writer on monthly eBulletin, and on occasion will assist with print publications, marketing and promotional materials when needed.

Main duties and responsibilities

<u>Website</u>
- Ensuring that WLT website content is up-to-date and consistent
- Liaising with third party suppliers to ensure that the website maintained appropriately and securely
- Monitoring the performance of the website through Google Analytics
- Liaising with external media agencies on Adwords and other SEO requirements in line with overall fundraising strategy
- Proof-reading as requested: digital and printed materials
- Production: laying out and editing pages

<u>EBulletin</u>
- Supporting Communication and Development team with production of eBulletin
- Monitoring performance of the eBulletin and reporting back to Marketing and Communications team

<u>Social Media Team</u>
- Working with the Communication and Development team to co-ordinate WLT's social media activities: Facebook, Instagram, YouTube & Twitter
- Monitoring performance of Social media and reporting back to the Marketing & Communications Manager

This job description is not definitive and you may be required to carry out additional or alternative work from time to time, as may be deemed necessary.

07 February 2019

Person specification

Formal qualifications

- Educated to degree level or have qualifications in relevant field
- Other experience will be taken into account

Experience and knowledge

- Able to demonstrate a full understanding of how digital communications can be used to support the organisation's vision and strategic objectives
- Demonstrate experience in a digital communications (or equivalent) role
- A proven track record in project management and delivery of websites
- Able to demonstrate copywriting, proof reading and editing skills
- Understanding of XHTML, HTML5, CSS, Drupal, search engine optimisation, web analytics, etc
- Knowledge of PHP desirable
- Experienced in CMS (Wordpress), social media, video and other interactive digital tools
- Excellent IT skills (technical knowhow and good keyboard skills)
- Knowledge of using digital communications as a development tool, including the use of database management systems

Abilities and skills

- Excellent written and oral communication skills, including some writing, editing and proof-reading
- Excellent interpersonal skills to enthuse and lead the web team through communication, as well as across the organisation
- Ability to alter the style of writing/presentation in a creative way to reflect what is needed and the purposes of the text
- Ability to multitask and prioritise work schedules
- An interest in wildlife conservation and the work of WLT and able to engage with key messages

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