<u>Job Description</u>

Digital Content Officer
Full time

Reporting to: Communications Manager
Responsible for: volunteers &/or suppliers as required

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 post holder will also work closely with other teams and WLT partners to source required digital content. The Digital Content Officer will work closely with others in the communications team on the 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 is 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 digital content

<u>Social Media</u>
- Responsible for designated social media activities: currently Facebook, Instagram, YouTube & Twitter
- Monitoring and reporting performance of Social media to the Communications Manager and senior management.

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

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.

10 December 2019

Person specification

Formal qualifications

- Educated to degree level or have qualifications in relevant field (Desirable)

Experience and knowledge

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

Abilities and skills

- Excellent written and oral communication skills (Essential)
- Excellent interpersonal skills in order to work effectively as part of a team and wider organisation (Essential)
- Ability to multitask and prioritise work schedules (Essential)
- An interest in wildlife conservation and the work of WLT and able to engage with key messages (Desirable)