



Job Description

Digital Communication Officer

RESPONSIBLE TO: Digital Communications Lead

JOB PURPOSE:

To work with the Digital Comms Lead to ensure all internal and external communications for the Trust are developed in a clear, professional and engaging way. The role will cover the creation of digital content for social media and our website as well as press releases and the commissioning of design work through external agencies.

‘WHAT’ - Main Duties and Responsibilities

- To enhance the Trust’s reputation and communication by creating and scheduling social media, primarily Facebook, Twitter, Instagram and LinkedIn and to use social media monitoring tools to schedule content and highlight and manage any potential risks to the Trust’s reputation. @peaksplains
- To engage staff by creating content for on our internal ‘Team App’ which is our main internal communication tool
- To prepare, write and publish news articles and press release across our digital channels accurately and speedily.
- To respond promptly and constructively to media enquiries, building relevant media contacts and relationships with stakeholders.
- To support colleagues to create content and online services for staff and customers.
- To work with external designers, photographers and other agencies by commissioning content and ensuring the Trust brand and reputation is maintained.
- To carry out basic design work (eg graphics for social using Canva)
- To sensitively handle all incoming messaging through social media and to liaise with Customer Teams to log and manage communications from customers.

Email: trust@peaksplains.org **Address:** Ropewalks, Newton Street, Macclesfield, Cheshire, SK11 6QJ

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- To support the Development Team with the marketing of new homes (eg print and on-site marketing materials and content for promotional events)
- To manage the Trust's website content to make sure it is up to date, user-focused and that the content is discoverable and accessible.
- To manage the social media channels and website for our property subsidiary (Chalk) and for our placemaking activities (@sunderland_street_macc)
- To create newsletters (digital and in print) for customers, stakeholders and staff
- To support in organising events for stakeholders and staff
- To create rich media content (eg video for a CEO briefing, staff podcast)
- To carry out user-testing with staff and customers as required (eg a new app or comms channel for staff)
- To be confident using image and video editing software and all MS 365 applications
- To be able to write in a variety of styles but always clearly and accurately

'HOW' – you do it!

We deliver the above by displaying the following example behaviours:

- Transparent with everyone, always being open, honest and clear, with ourselves and others ensuring feedback is given in a timely fashion and we commute effectively across the Trust.
- Restless in your approach to finding better ways we're better tomorrow by challenging what we are doing today. Always looking at best practice to ensure we are forward thinking and innovative
- Upfront and honest. We are bold, confident and direct. We say it as it is. However, we will not be shouty or rude but constructive and clear with people, so they know WHAT we expect from them and HOW they deliver it.
- Skilled - We invest in our people and attract talent so the Trust thrives. We invest in staff to deliver our high performing culture
- Together – championing a “one team” ethos. We support and talk to each other across teams to help improve lives. We work on delivering more through project teams – rather than the functional/hierarchical teams

No job description can cover every task which may arise within the post. The post holder will be expected to carry out other duties from time to time which are broadly consistent with those in this document.

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PERSON SPECIFICATION

Digital Communications Officer

	ESSENTIAL/DESIRABLE	ASSESSMENT
Behaviour		
Transparent with your teams and peers	E	I/A
Restless in your approach to finding better ways	E	I/A
Upfront and honest	E	I/A
Skilled - continually improving	E	I/A
Together – championing a “one team” ethos	E	I/A
Experience		
English Language A level	D	I/A
CIM / CIPR (certificate or diploma) in a communication/media discipline	D	I/A
Social media management	E	I/A
Digital media cultural shift experience	D	I/A
Website content management	E	I/A
Event management	D	I/A
Public relations	D	I/A
Dealing with the public/customers	D	I/A
User experience or user-centred design	D	I/A
Skills/Abilities		
Photography	D	I/A
Adobe software (Photoshop, Illustrator, Acrobat)	D	A

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Copywriting	E	I/A/S
MS Office	E	I/A/S
Interpersonal Skills	E	I
Innovative & Creative writing	E	I
Work under pressure & to deadlines	E	I
Assertive with drive & enthusiasm	E	I
Ability to work on own initiative	E	I

METHOD OF ASSESSMENT

- A** **Application form**
- I** **Interview**
- S** **Skills Test**
- C** **Production of Certificates**

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