**JOB DESCRIPTION**

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| **Job title:** | **Digital Media Officer** |
| **Reports to:** | **Digital Media Manager** |
| **Main job function:** | **Assist the Digital Media Manager in implementing the social media strategy** |
| **Location:** | **Pewsey, UK** |

Principal responsibilities:

* Assist the Digital Media Manager to implement the social media strategy, as part of the wider Barnabas Fund marketing strategy.
* Manage supporter relations on our social media channels and platforms.
* Create online content and material for our social media platforms in line Barnabas Fund’s brand guidelines, tone and digital strategy.
* Specialize in social media platforms, having main oversight over one or two social media channels
* Grow our reach, engagement and acquisition on those social media channels, adjusting and evaluating the performance of social media campaigns.
* Network with other departments under the direction of the Manager, acquiring necessary content for social media use.
* Develop social specific campaigns and deliver compelling copywriting, graphics and video within the brand guidelines so that content can be re-purposed across multiple channels.
* Analyze and feedback to help formulate ongoing digital marketing strategies to develop Barnabas Fund’s online presence.
* Observe and manage the performance of social media content, proactively addressing issues, errors and re-aligning with the brand.
* Responding efficiently to supporters questions, comments, and ensuring information is being correctly communicated with the brand’s vision.
* Regularly communicate and liaise with colleagues, to maintain good practice across all social media platforms.
* Coordinate and optimize social media content calendar.
* Learn and apply new ideas/methods to continually develop our use of the social media channels.
* Be in tune with latest digital trends like Google algorithm updates.
* Understand and apply analytical/data tools in reporting and data-driven decision making.
* Assist in digital and live production on both the internal and external channels.
* Analyze social digital channels for development opportunities and growth.
* Coordinate and optimize social media content calendar.
* Provide regular activity reports, to evaluate the effectiveness of social media campaigns, and adjusting content accordingly.
* Keep up to date with latest social media trends, ideas, concepts, and continually seek to develop your own learning.
* Other duties as required.

April 2021