



barcud

Job Description

Digital Communications Assistant

All criteria are Essential unless indicated otherwise

Reports to: Communications Officer

Responsible for: n/a

Overall Job Purpose:

The post holder will support the Communications Team to deliver a wide range of integrated digital communications so that Barcud may inform, inspire, involve, and influence its tenants and key audiences. The role will support the team to plan and produce content across Barcud's owned digital channels and continue to raise its profile through inspirational, inventive and creative media.

Key Responsibilities –

MAIN DUTIES

- Develop, implement, and evaluate digital communications that enable Barcud to engage with our key audiences about our services.
- Source and create quality rich content for Barcud's digital channels e.g. website, social media, e-marketing, blog, intranet etc.
- Engage with and develop relationships with audiences online, sparking debate around Housing sector issues and engaging tenants, stakeholders and support and colleagues.
- Monitor Barcud's digital communications in line with agreed policies and procedures. Produce monthly analytics to assess the effectiveness of implemented content.
- Provide editorial and digital marketing support for other Barcud departments.
- Identify trends and insights, evaluate emerging technologies, and optimise performance of Barcud's digital presence. .
- Updating and uploading content to our Wordpress website.

This is not an exhaustive list. The post holder may be asked to carry out additional duties from time to time or, as required, by the developing needs of the service or organisation.

This job description is not intended to be an exhaustive list and in view of changing demands, legislation, and regulations, the duties may be reviewed and revised as deemed reasonable and appropriate.



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Personal Specification

Digital Communications Assistant

This person specification details the experience and skills for the position of Digital Communications Assistant at Barcud. All skills and experience are essential except where explicitly indicated to be desirable (D).

1. Demonstrable understanding of effective digital communications and a willingness to keep up to date with technologies and developments.
2. Proven experience of creating communications for different audiences.
3. Excellent IT skills and experience using software systems such as Microsoft Office.
4. Excellent communication skills, both written and verbal, and with demonstrable skills in being clear and concise.
5. Highly organised and able to manage own workload and run integrated or discrete projects, whilst working effectively as part of a team.
6. Able to communicate through the medium of Welsh.
7. Good interpersonal skills, including the ability to work with different stakeholders and work collaboratively to solve problems.
8. Welsh essential or willing to learn within two years (level 3 ALTA)

The following are **key** skills: (these skills are needed for the role but could be acquired on the job or through training within 6 months of appointment)

1. Experience of maintaining and protecting an organisation's brand in a variety of formats.
2. Experience of using Content Management Systems, email marketing systems, social media tools and web analytics.

The following are **desirable** skills: (these skills are preferable, and would enhance the application)

1. Experience of using Google Analytics or similar.
2. Experience of evaluating data.
3. Experience of managing a social media account including monitoring of analytics.

Name.....

Signed.....

Date.....