



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 digital communications through all social platforms so that Barcud may inform, inspire, involve, and influence its tenants and key audiences. The role will require planning and production of timely and relevant content to encourage engagement and to continue to raise the association's profile through inspirational, inventive and creative social media.

Key Responsibilities –

MAIN DUTIES

- Develop content streams appropriate for the platform and audience on Instagram, facebook, linkedin, twitter etc.
- Source and create quality rich content for Barcud's website and regularly update and refresh the wordpress site
- Work with colleagues to develop blogs – e.g. housing / maintenance / recruitment / housing sector
- Engage with and develop relationships with audiences online, sparking debate around Housing sector issues and engaging tenants, stakeholders, support services 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.
- Take images / create and edit videos and work with Graphic Designer on content in line with Barcud's brand, vision and values.

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 content targeted for different audiences.
3. Excellent IT skills and experience using general office software systems and social media management platforms / wordpress.
4. Excellent communication skills, both written and verbal, and with demonstrable skills in being clear and concise and the ability to develop barcud's tone of voice for each individual digital stream/audience.
5. Develop digital news updates for stakeholders using mailchimp (or similar)
6. Highly organised and able to manage own workload and run integrated or discrete projects, whilst working effectively as part of a team.
7. Able to communicate through the medium of Welsh.
8. Good interpersonal skills, including the ability to work with different stakeholders and work collaboratively to solve problems.
9. Welsh essential or wiling 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.