

BECOME.

THE CHARITY FOR CHILDREN IN CARE
AND YOUNG CARE LEAVERS

Job description: Digital Communications Officer

An exciting opportunity has arisen for a driven, creative and resourceful Digital Officer to join Become. Become, the national charity for children in care and young care leavers, helps young people to believe in themselves and to heal, grow and unleash their potential. We work alongside young people to make the care system the best it can be.

This is an exciting time to be joining Become as we embark on delivering our new 5 year strategy. Central to our strategy is our ambition to transform the way the organisation operates digitally – from our communications and campaigns to our fundraising and services.

We are looking for someone with a passion for digital content and good understanding of digital technologies and how to integrate them with other communications disciplines to engage impactfully with different audiences. We want someone ambitious who can be a champion for digital transformation internally. You will be strongly committed to Become's values and our vision that young people who spend time in care should have the same chances as everyone else to live happy, fulfilled lives.

At Become we value and celebrate people's diversity and believe this strengthens our team. We strongly encourage applications from those with experience of care and those from BAME communities who are currently underrepresented in our organisation. Become's offices are wheelchair accessible.

If you are interested in the role and would like to have an informal chat about it before applying, please feel free to contact Rhiannon Clapperton and Lisa Watch, Director of Policy, Campaigns and Communications (job share) by email: commsrecruitment@becomecharity.org.uk

To apply, please provide a CV (in word or PDF format) alongside no more than two A4 pages detailing your suitability for the role – specifically addressing and providing relevant examples to demonstrate you meet the skills and experience required. Please tell us if there are any reasonable adjustments we can make to assist you in your application.

Applications should be sent by email to recruitment@becomecharity.org.uk by 12pm on Tuesday 15 September, please use the subject line: (Full name) application for Digital Communications Officer role.

Interviews will be competency-based and we expect these to take place virtually, using a video calling app (Zoom). If access to technology/WIFI is difficult for you, please get in touch with us so we can assist in making suitable arrangements.

Job Description

Job title: Digital Communications Officer

Reporting to: Communications Manager

Purpose of role: Develop and manage Become's digital presence, ensuring we are making the most of digital channels, platforms and innovations to reach more young people, supporters and influencers with our communications and campaigns.

Headline terms and conditions

Salary: £31,000

Hours: 35 hours p/w (flexible and part time working arrangements considered)

Pension: 5% employer contribution

Leave: 28 days

Location: 15-18 White Lion Street, London, N1 9PG with the possibility of part time working from home

Application Closing Date: 12pm Tuesday 15 September

Interviews: TBC, via video call.

Key responsibilities

- Work with the Communications Manager to develop, manage and optimise Become's digital presence and outputs including websites, social media channels and other digital platforms
- Maintain Become's website, and support any new web development initiatives, with day to day responsibility for liaison with external digital agencies
- Write and edit compelling content targeted to resonate with different audiences, on a range of issues across all digital channels and platforms
- Create, commission and curate impactful digital assets including photos, videos, infographics, social media posts, blogs, ads and newsletters
- Develop plans for promoting key campaigns, and other communications activities and milestones across paid, owned and earned digital channels
- Develop online supporter journeys to grow and retain support
- Work with children and young people to help them share their views and experiences via different platforms, co-producing content and considering what online spaces work best
- Increase our digital reach and targeting, including through pay-per-click advertising and SEO
- Input into the development of new digital tools and apps
- Embed a test and learn approach across all digital activity
- Track and analyse digital metrics to measure success, evaluate and report on digital activity and ensure key learnings from campaigns and projects are used to improve our digital impact
- Stay abreast of digital innovations and consider how these might be relevant to Become's work, sharing insight and expertise across the organisations
- Support other communications activities as required, including drafting copy for offline materials and supporting media enquiries
- Carry out any other duties that may reasonably be required

Skills and Experience

- Experience of using digital communication channels & tools including social media and web techniques and systems to maximise digital engagement
- Good understanding of digital technologies such as SEO, Google Analytics, social media platforms, CMS, Microsoft 365, Adobe Creative, Google Ads
- Proven ability to develop and execute creative and effective digital communication and campaigns strategies
- Passion for, and experience of, managing and producing a variety of online content and/or digital communications (such as video/audio, infographics, blogs and social media posts)

- Excellent communication skills, with extensive experience of copywriting and editing for digital applications
- Experience of managing social media for an organisation
- Experience of using analytics to monitor and improve digital performance
- Experience with website content management systems and web-based email programs.
- Experience of working with wide range of people including disadvantaged groups. Experience of, and enthusiasm for, working with young people is desirable.
- A strong team player able to inspire colleagues to adopt new ways of working.
- Excellent time management and prioritisation skills with an ability to take the initiative
- Excellent administrative skills and attention to detail, with the ability to develop and maintain internal systems to store information compliant with legislation (such as GDPR) and good practice.
- Commitment to social justice and to the rights of children and young people
- Experience of working in a transformational digital role, in a charity or agency is desirable