



Job Profile

JOB TITLE:

Senior Digital Communications
Officer

REPORTS TO:

Digital Communications Manager

JOB PURPOSE:

Working within the Digital Communications team, this role supports the Policy & Communications team in delivering content across GamCare's digital channels which include our social media, websites and e-newsletter.

The aim of this role is to raise the profile of GamCare and awareness of gambling harms across a range of audiences throughout the UK, through engaging, educational digital content.

DIMENSIONS:

- Direct Reports: 0
- Budgets managed: £0
- Financial targets: £0

INTERNAL AND EXTERNAL CONTACTS:

Internal Contacts:

- This role works with key internal stakeholders across GamCare's programmes and services to support in creating content around their work.

External Contacts:

- This role will work with external stakeholders, in order to coordinate digital communications with the aim of raising the profile of GamCare, alongside awareness of gambling related harms.

OVERALL ACCOUNTABILITIES:

- Assisting in establishing excellent digital content creation and engagement principles across GamCare, through developing partnerships with internal and external content stakeholders.
- Co-developing and delivering effective digital content for communications across GamCare's channels, including website, social media, e-newsletters and video tailored to engage audiences and educate them about gambling harms.
- Supporting the Digital Communications Manager with interpreting analytics and creating reporting dashboards, including measuring our digital engagement and output on a monthly and quarterly basis.
- Coordinating with the Policy & Communications team and internal

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stakeholders, to keep them up to date on all social media activity; whilst support with forward planning to ensure integrated approach to digital communications.

- Maintaining digital forward content planners, encouraging collaboration within the team to ensure regular, relevant and engaging content.
- Assisting in the regular upkeep of the GamCare and Safer Gambling websites to reflect GamCare's key strategic priorities and branding.
- Creating content in line with brand guidelines, advising other teams on the use of our brand guidelines and maintaining our content/asset library including photography and video in line with brand guidelines.

Person Specification – Essential Criteria

Experience Criteria

Experience

- Previous role(s) working in digital communications and/or a content creation team.
- Experience creating content for social media using design tools and familiar with native platform creation tools.
- Assisting in managing the online presence of an organisation/brand; including scheduling, monitoring and analytics using a social media scheduling platform e.g. HootSuite or SproutSocial.
- Designing and sending e-newsletter templates, using an email marketing tool (e.g. MailChimp or Dot Digital) and utilising A/B testing, personalisation and segmentation.
- Experience in creating written content in line with a brand's tone of voice, in a variety of long and short formats as appropriate for social media, blogs, website and email marketing.
- Experience of gathering and analysing audience insights from web, social and email analytics to inform digital comms plans and campaigns.
- Working collaboratively with internal stakeholders and some external stakeholders at a comparable level (e.g. comms officers from other orgs).

Skills

- Draft/publish/edit web pages with basic HTML coding as well using a WYSIWYG Editor in WordPress, Drupal or other content management systems (CMS).
- Manage/prioritise own workload, knowing when to check-in for guidance and ensuring accuracy and consistency of outputs - utilising online tools to manage project tasks and to do lists e.g. Trello or Planner
- Produce creative content using a range of image and video editing software e.g. Canva, Adobe Creative Cloud, Instagram Reels.
- Ability to write clearly and concisely, in line with a brand's language and tone of voice, for a wide range of audiences.

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Circumstances

- Able to attend regular team meetings in the London office (once per week minimum).
- Available to travel into London for other necessary in-person meetings or events as required.

To be noted: This job description will be reviewed regularly. Any changes will be discussed with the post holder. This is not an exhaustive list of duties and responsibilities the post holder may be required to undertake other duties which fall within the grade of the job, in discussion with your line manager.

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