



Leeds, Wakefield & District Branch

Digital Communications Assistant

Employer:	RSPCA Leeds, Wakefield & District Branch (Reg. Charity No: 232223)
Responsible to:	Head of Fundraising & Communications
Hours:	22.5 hours per week – over 7 day rota
Salary:	£ 10.50 per hour

1. Purpose of the job

To promote the vision, values & activities of the RSPCA Leeds, Wakefield branch. Continually improving & growing the content of the branch media channels, to extend our profile, increase supporters and ensure a positive, engaging & effective programme of online communications.

Generate a passion for engaging a community online to support the work of the branch. Promote the work of the RSPCA Leeds, Wakefield & District Branch at every opportunity within the branch area.

2. Principal Accountabilities

- Adhere to the agreed Branch standards & policies and any relevant legislation in relation to digital communications, fundraising regulations & GDPR
- Actively promote all Branch & Society initiatives and campaigns to promote awareness of the branch, the wider national charity & help generate charity funds
- Build and develop positive internal and external relationships to ensure maximum online coverage for the charity
- To attend meetings and training courses as requested
- To carry out such other tasks as directed by the Head of Fundraising

Key Duties & Responsibilities

- Maintain social media communications with supporters & interested parties, developing positive relationships with online contacts, responding to comments & messages
- Drafting & scheduling posts for branch social media channels
- Grow our online network, encouraging contacts to become members, volunteers, donors/supporters; searching for additional platforms & new opportunities
- Development of relationships with appropriate social media influencers
- Oversee online fundraising campaigns to maximise donations and awareness
- Create vibrant and informative communications for use on the website and social media, including photo & video content
- Provide creative and operational support for e-newsletters
- Maintain, update & develop website content, including in house WEEBLE
- Ensure search engine optimisation of web content e.g. google, twitter/Facebook/Instagram analytics; potential future use of review sites to optimise branch services
- Produce monthly reports on social media activity and outcomes to measure effectiveness
- Maintain best practice within the guidelines of the charity sector, Fundraising Regulator, adhering to codes of practice & a timely proactive approach to change
- Help in the development of social media strategy
- Maintaining & developing donor/marketing database
- Occasional attendance at major branch events to support media communications



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Volunteers

- Support & train volunteers in all appropriate aspects of the branch’s digital presence as required

Administration, Security & Information management

- Ensure that all communications represent the Branch policies & procedures and safeguard the image and representation of the Branch at all times
- Ensure all financial management & security procedures are followed
- Ensure all relevant administration is completed within the agreed timescale
- Adhere to critical regulations for GDPR, Fundraising Regulator & any other statutory body relevant to the role

Health & Safety

- Ensure compliance with the Branch’s Health and Safety policy (including fire safety, risk assessments and security procedures) and relevant legislation
- Report any maintenance or Health and Safety issues to the Area Retail Manager or Branch Manager.
- Provide a safe environment that protects oneself and all staff/volunteers, and the public.

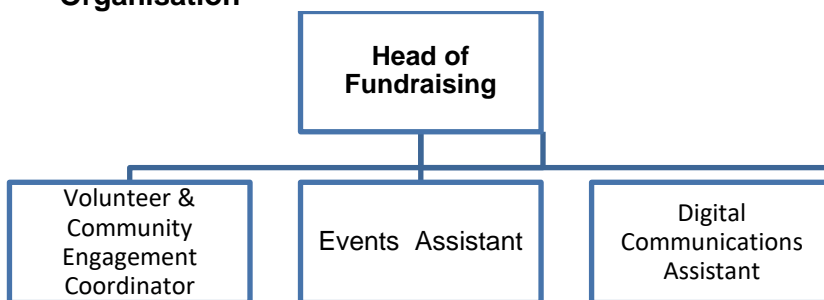
While at work all staff are required to:

- seek continual improvement in service delivery and individual personal development
- take care of their own health and safety and that of others who may be affected by their acts and omissions
- adopt a flexible approach to any work set ensuring that all tasks are completed fully
- co-operate with Branch policies and procedures for health and safety

3. Knowledge, skill and experience

Please see person specification attached

4. Organisation



5. Job Context

- Work as a key member of the fundraising, marketing and communications team

NB. This job description is a statement of the job content agreed at April 2019. It should not be seen as precluding future changes.

Job Holder’s signature _____ Date _____

Line Manager’s signature _____ Date _____

**Digital Communications Assistant****Employee Specification**

Attributes	Essential	Desirable	How Identified Application = A Interview = I
Qualifications & Training			
Good general level of education, at least to GCSE A level standard or equivalent Graduate	✓		A
Digital media qualification	✓	✓	A/I
IT qualification		✓	A
Experience			
Experience of creating & maintaining digital content	✓		A/I
Experience of maintaining and growing a positive social network	✓		I
Experience of web content creation		✓	A/I
Experience of engaging an online community	✓		A/I
Experience of databases & marketing tools	✓		A/I
Knowledge			
Extensive knowledge of social media platforms	✓		A/I
Understanding & working knowledge of digital communications	✓		I
			I
Good Knowledge of MS, Excel, Word, photo & video software and excellent IT literacy	✓		A/I
Ability to analyse data and produce reports		✓	A/I
Knowledge of website maintenance		✓	I
Knowledge of GDPR, Fundraising Regulator & ICO requirements for use of media communications	✓		A/I
Skills/Abilities			
Strong communicator & be able to tell engaging stories through social media	✓		A/I
Ability to prioritise workload, balancing competing demands	✓		I
Ability to work towards targets	✓		A/I
Ability to form good working relationships at all levels	✓		A/I
Excellent levels of written/spoken communication skills	✓		A/I
Editing & creative writing skills	✓		A/I
Eye for detail	✓		A



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Attributes	Essential	Desirable	How Identified Application = A Interview = I
Personal Attributes			
Sympathy with the RSPCA's aims and policies	✓		A/I
Self-motivated/able to motivate others	✓		I
Creative, innovative and an ideas person	✓		I
Willingness to learn and acquire new skills through training and development	✓		A/I
Drive and enthusiasm	✓		I
Team work & values driven	✓		I
A professional manner with both internal and external contacts	✓		I
Organised & work to deadlines	✓		A/I
Special Circumstances			
Willing and able to work longer than the contracted hours when the job demands	✓		I
Full valid UK driving licence		✓	A
Willing and able to travel around the Branch area	✓		A/I