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| **AbilityNet Job Description**  |

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| **Job Title:** Digital Communications Manager  | Band: 4 |
| **Responsible to:** Head of Marketing & Communications  | **Department:** Marketing |

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| **Job Purpose** |
| As part of the Marketing and Communications Team you will be responsible for planning and delivering communications campaigns to promote our services to all our relevant audiences.  |

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| **Principal Accountabilities** |
| * Taking a lead within the Marketing team to ensure that our digital communications activities deliver AbilityNet’s commercial and charitable goals
* Working with colleagues to plan communications campaigns that reach our target audiences across all services as required
* Working with colleagues to produce blog posts, social media posts and other content to support campaigns
* Working with colleagues to plan and deliver webinars and other online events
* Producing press releases, managing relevant contacts and coordinating related media activity as required within all comms plans
* Working with colleagues to commission, edit and publish content of various types across all services, including blog posts, white papers, infographics and photography
* Working with colleagues and contractors to produce video content which meets AbilityNet’s needs
* Working with colleagues to review Analytics and other monitoring data to review campaigns and share insights about future actions
* Helping to plan and deliver AbilityNet events including Tech4Good Awards, TechShare Pro, IT Volunteers Day and others as required
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| **Knowledge, Skills and Experience**  |
| Essential:* Minimum of two years in a relevant communications role – either agency or client-side
* Marketing, PR or related professional qualifications
* Demonstrable experience of planning and delivering engaging, creative communications and marketing campaigns with measurable impact
* Excellent communications planning skills, with the ability to coordinate the activities of a varied team of colleagues and external contractors
* Highly effective copywriting skills
* Self-motivated and proactive, with demonstrable skills in commissioning and delivering creative, engaging communications campaigns
* Up to date knowledge of the marketing and communications value of social media platforms
* Able to work productively from home but willing to travel to meetings as required

Desirable:* Experience of meeting the communications and marketing needs of charities and/or related commercial businesses
* Knowledge of Assistive Technology
* Lived or personal experience of disability
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This job description is not exhaustive. It merely acts as a guide and may be amended to meet the changing requirements of AbilityNet at any time after discussion with the post holder.