

JOB DESCRIPTION

JOB TITLE:	DIGITAL DEVELOPMENT OFFICER
GRADE:	£26,413 - £27,544
RESPONSIBLE TO:	HEAD OF BUSINESS SERVICES
PURPOSE:	To work with the Head of Business Services to plan for and enhance the use of digital technology to enable the organisation to reach more people, raise more funds & build stronger relationships with our audiences.

MAIN DUTIES:

1.0 DIGITAL DEVELOPMENT

- 1.1 Identify areas for service improvement and propose innovative solutions to meeting current and future needs of our clients and audiences through the use of digital technology.
- 1.2 Review existing and new technologies to ensure that Housing Rights is fully exploiting digital communication to support the provision of our services.
- 1.3 Ensure the effective and efficient use of social media activity across Facebook, Twitter and other social media platforms to expand our social media audience base in regard to relevant services, events and other activities in conjunction with relevant staff & teams.
- 1.4 Ensure the effective and efficient use of the organisational CRM system in liaison with the Communications team to maximize and increase income.
- 1.5 Develop, propose and implement digital solutions to marketing campaigns for relevant services utilising a range of techniques including search engine optimisation, pay-per-click, social media, email, video etc. for relevant areas of work.
- 1.6 Drive sales through the organisation's website by delivering engaging campaigns across social media, PR, e-mail marketing and other relevant digital marketing campaigns identified.
- 1.7 Take a lead role in writing, commissioning, content planning, editing and proofing relevant new content for corporate website that appeals to sites' target audience/s.
- 1.8 Monitor in liaison with HR Communications Officer and make recommendations for improvements to Housing Rights corporate

website in the areas of usability, functionality, design, content, and conversion.

- 1.9 Write informative and effective search engine optimised (SEO) copy for the website as required.
- 1.10 Understanding and keeping up-to-date with constant developments in the communications industry and apprising line Manager of same.
- 1.11 Generating relevant leads and effectively maintaining regular contact with such prospects to achieve job purpose.
- 1.12 Working closely with the Business Support and other relevant teams to develop and enable delivery of bespoke campaigns to relevant prospects.
- 1.13 Identifying areas for digital expansion and development.

2.0 PLANNING AND ADMINISTRATION

- 2.1 To ensure that all data for the monitoring and evaluation of digital activity is collated and forwarded timeously to relevant Managers.
- 2.2 To agree and monitor targets, identify deviations and implement remedial action.
- 2.3 To collate and present reports on key objectives/targets as required.
- 2.4 Provide activity and statistical reports in agreed formats at agreed times.
- 2.5 Present as required to the Management/Board of Housing Rights.
- 2.6 Build reporting frameworks to evaluate return on investment and digital marketing activity across various platforms to help guide future campaigns.

3.0 DEVELOPING EFFECTIVE WORKING RELATIONSHIPS

- 3.1 To create, develop & maintain effective internal working relationships.
- 3.2 To create, develop and maintain effective working relationships with service users/external agencies and relevant stakeholders.
- 3.3 To lead, facilitate and contribute to meetings/group discussions.
- 3.4 Support Housing Rights marketing needs by working collaboratively with relevant teams and staff within Housing Rights

4.0 DEVELOPING SELF AND OTHERS

- 4.1 To plan, allocate and organise own workload.
- 4.2 To monitor and evaluate own work.
- 4.3 To develop self to enhance performance.
- 4.4 To contribute to training and development activities for colleagues.
- 4.5 Understanding and keeping up to date with constant developments in the housing and voluntary sector

5.0 OTHER

- 5.1 To act in accordance with the agreed values of the organisation.
- 5.2 To ensure the policy and procedure of the organisation, with respect to Equal Opportunities and Health and Safety, are observed.
- 5.3 To undertake any other duties, consistent with the post which may from time to time be required by the Head of Business Services.

The duties of the post will be subject to review in accordance with the needs of the organisation.