

Job Description and Person Specification

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| JOB TITLE: | Digital Content Coordinator 1 Year fixed contract, Part-time 0.8 FTE |
| REPORTS TO: | Director of Marketing & Business Development |
| DIRECT REPORT(S): | None |

Job purpose and key responsibilities

Acting as an interface between the marketing and fundraising teams, under the guidance of the Digital Marketing Manager, the Digital Content Coordinator role will prepare, develop and maintain content for the company websites and contribute to the wider digital communication strategy.

Key Responsibilities

- Ensuring the accuracy of the content being imported into the CRM (Salesforce) from website sales and other data sources
- Development of new content for the SFE family of websites and ensuring that the website content is up to date
- Write entertaining and informative SEO copy
- Create written content for social media channels and to support conversion activities
- Repurpose content for different mediums including social media and video
- Support the creation of marketing and product webinars/podcasts and other digital formats, in conjunction with the relevant business lead
- Reformatting of course content to ensure that, for example, PowerPoint presentations are brand compliant
- Keep up to date with industry best practice and activities of competitor websites

Other considerations

- Due to the nature of the post, the holder would be expected to work flexible hours in order to attend certain company events
- This post requires an enhanced DBS clearance as SFE works closely with children and schools. Other appropriate checks and safeguards may also be required
- The role will require a highly flexible, motivated and innovative approach

Person Specification – Digital Content Coordinator

| Factors | Essential | Desirable | Assessment Method |
|-----------------------------|---|--|--|
| Qualifications | UK Degree or equivalent preferable | | CV Copies of relevant certifications provided before/at interview |
| Experience | Previous demonstrable experience in a copywriter or a digital content-focused role Experience implementing social and digital media content plans Experience in developing content for webinars and podcasts | Experience of project management and evaluation | CV Interview |
| Knowledge and Skills | Highly articulate with an excellent command of written English Highly numerate Excellent organisational and time management skills Excellent IT skills including proficiency in using CRM and PowerPoint Understanding of content management systems and web development | Knowledge of CRM would be an advantage Experience of using video editing software | CV Interview |
| Personal Qualities | Highly developed interpersonal skills including influencing skills Innovative and self-motivated Ability to work flexibly and manage own workload, comfortable in being able to be self-sufficient and to work effectively as part of a team Confident communicator who builds relationships easily Ability to work under pressure and meet deadlines Strong organisational skills and attention to detail Proactive and solution focused High level of integrity, honesty and professionalism Seek advice and support when necessary | | CV Interview |
| Other | An awareness, understanding and strong personal commitment to equal opportunities A willingness to share and embrace the company's principles and values | | CV Interview |