**Job Description**

**Job Title:** Digital Communications Officer

**Reports to:**  Digital Communications Manager

**Direct Reports:** None

**Our belief**

RSBC believes that every blind young person should have the chance to live life without limits.

By giving young people the essential skills to take control of their life, they can unleash their true potential.

**Our success depends on our values**

Underpinning all of RSBC’s work are values embedded in trust and excellence.

**TRUST:** Respect & accountability

**ENERGY:** Straight talking & constantly learning

**AMBITION**: Confronting reality & driving results

**MOTIVATION:** Vision Impaired children and young people are our No 1 priority & we look for solutions, not problems

**Primary Objectives:**

The main purpose of this role is to support the Digital Communications Manager in day to day comms activities.

##### Key Tasks and Main duties:

* Assist the Digital Communications Manager with all forms of digital work including social media
* Create high quality, effective and engaging content that reflects RSBC’s mission and narrative and distribute it across a range of the organisation’s social and digital channels.
* Assisting with research and monitoring of digital channels across all media.
* Assist with the collation of information for promotional literature
* Organise digital mailings using the CRM database to keep contacts up-to-date
* Ensuring that RSBC digital and print collateral is up to date and stocks are maintained at appropriate levels
* Design and produce RSBC collateral using software such as Adobe InDesign.
* Contributing to monthly activity reports, collating data for KPIs
* Ensure RSBC’s brand and tone of voice is delivered consistently through all communications
* Provide support to the Deputy CEO in the stewardship of the Society’s Ambassadors
* Work alongside all teams in the Society to ensure deadlines are met and support for communications plans and schedules are delivered
* Ensure equality and diversity principles are embedded in all aspects of the service
* To be responsible for promoting and safeguarding the welfare of the Society’s learners/clients and all other children and young people/vulnerable adults that have contact with the organisation

**Person Specification**

**Qualifications**

Essential

Minimum Level 2 in Literacy and Numeracy

Desirable

Communications Qualification

**Skills, Knowledge and Experience**

**Essential**

Excellent cross-functional team player.  
Effective project management skills  
Sound understanding of communication principles  
Strong copywriting skills and the ability to communicate complex ideas  
Computer proficient with Microsoft Office, Adobe InDesign, Adobe PhotoShop, Dotmailer  
Strong administration and organisational skills.

Attention to detail

Ability to meet tight schedules and deadlines

Detailed knowledge of social media and digital channels