

Digital Officer **Job Description**

Job Title:	Digital Officer
Accountable to:	External Communications Manager
Salary:	£27,199 - £29,290
Hours of Work:	37 hours per week
Job Purpose:	To lead the management and development of Trinity's websites and support the delivery of digital fundraising and communication activities. Ensuring best use of digital opportunities and that activities are integrated with offline communications and activities.
Income Target:	To contribute to the annual income targets for online activities.

KEY RESPONSIBILITIES:

Website Maintenance & Development

- Lead the day-to-day running of the Trinity and Brian House websites and associated content management systems (CMS).
- Become an expert on our CMS (Wordpress), acting as the lead for resolving technical problems and website development projects.
- Build and maintain online forms, e.g. donations, event entries and data capture, through the GravityForms plugin platform.
- Manage Trinity's supporter email platform TT Mail, leading on required communication and providing support and training to colleagues when required.
- Investigate and resolve technical problems working with our website agencies and IT department, where required, ensuring regular backups and required updates are performed.
- Project manage system upgrades. Developing and implementing testing plans for new functionality and updates.
- Ensure that all websites and associated sites reflect Trinity's brand, key messages, business objectives and meet the relevant requirements for accessibility, usability and data protection.
- Promote the use of web technology across the whole of Trinity.
- Research and advise on web related issues, technologies and trends.
- Analyse site statistics and make recommendations based on findings.
- Manage website hosting, domain names, CMS users access and restrictions, and other website administration.
- Provide training, support and expert advice to Trinity's CMS users, offering guidance and technical help.
- Develop guidelines and style sheets for the design, content and maintenance of websites pages.

Marketing & Income Generation

- Support and lead on digital fundraising activities and campaigns.
- Ensure online communications are delivered on time and in line with our annual fundraising and communication activity plan.
- Support the design and production of digital communications, working alongside the External Communications Manager, Head of Fundraising and wider Fundraising Team to identify target audiences, key messages and development of emotive copy, storytelling and fundraising asks.
- Manage the day-to-day running and long-term development of our Google Grants account and campaigns.
- As a member of the Fundraising Team support the departments delivery of annual fundraising targets, by increasing income received through digital channels, including event entries, sponsorship pages, donations, lottery membership and crowdfunding.
- Develop Trinity's e-commerce platform for hospice merchandise and virtual gifts.
- To work with the Fundraising Team and wider organisation to identify stories from across the hospice to share on our website and social media platforms.

- Use digital analysis tools such as Google Analytics, with a view to improving response rates and lead SEO and pay per click advertising opportunities through our Google Grants in order to increase the number of visitors to our website.
- Manage all Trinity and Brian House social media platforms, including Twitter, Facebook, YouTube, Instagram and LinkedIn, ensuring regular maintenance and any queries are responded to in a timely manner.
- Act as the team guardian for section *9.0 Digital Media* of the Fundraising Regulator 'Fundraising Code of Practice'.
- Work alongside the Graphic Designer to provide creative support with photography and video production.
- Work with the Database & Information Team Leader to ensure all online communications and income is imported effectively into Donorflex and appropriate donor journeys are followed.
- Manage the social media rota calendar
- This role is a member of the social media rota team and will require some evening and weekend social media monitoring duties. (Currently estimated at one week in every 6)

Other

- Work with members of the Fundraising Team to support, and where required project manage, a range of fundraising activities.
- Proactively track and research new trends and channels within the hospice fundraising environment and the charity sector as a whole.
- Provide excellent customer service to all supporters, volunteers and staff at all times.
- Fully comply with health and safety requirements, including undertaking any necessary risk assessments.
- Fully comply with national and local law, Fundraising Standards Board Regulations and Institute of Fundraising Code of Practice.
- Represent the charity publicly when required, including involvement in appropriate business and community groups and networking opportunities.

This job description is not exhaustive and is subject to review in conjunction with the post holder and according to future changes/developments in the service.

General Responsibilities

- To be a co-operative and supportive member of the Trinity Fundraising Team, ensuring that your line manager is aware of any issues in workload, which may affect other members of the Trinity team.
- To undertake all mandatory training as required by Trinity Hospice & Palliative Care Services and participate in appropriate in-service training as and when required.
- Maintain the strict confidentiality of all information acquired, especially with regard to patients, staff, donors and volunteers.
- To undertake an appraisal and personal development review annually and through self-development, continuously update and improve knowledge and competencies.
- To manage all volunteers used in your area and to develop effective working relationships providing regular feedback on their performance.
- To take responsibility for being up to date with current policies and procedures and to adhere to these.
- Co-operate fully in the introduction of any new technology and new methods as appropriate.
- Provide cover for colleagues as required.
- Ensure all activities comply with relevant legislation and follow best practice.
- Be responsible for adherence to Health and Safety policies and procedures.
- Full driving licence with full time access to your own car and appropriate business insurance
- Able to work evenings and weekends at hospice led events

To apply for this role, please send your CV and Covering Letter to julie.crooks@nhs.net. For an informal discussion about the role, please contact email rebecca.ferguson5@nhs.net.