

### Position Description

<b>Position</b>	Communications Coordinator (Digital & Traditional)
<b>Reports to</b>	Fundraising Manager
<b>Hours</b>	Full-time
<b>Date</b>	March, 2021
<b>Contract Length</b>	6 months

#### Position Objective:

Harness Big Group Hug's digital and traditional communication channels to build our profile, inspire and grow our community, raise funds and drive supporter acquisition. This role is initially a 6 month contract position with the view to it becoming an ongoing role subject to funding.

#### Key Responsibilities:

- Develop and implement Big Group Hug's digital strategy.
- Manage, update and monitor Big Group Hug's website and social media channels.
- Create original, inspiring content in multiple formats across our channels, EDMs and third party donation platforms.
- Maintain and provide content for Big Group Hug's website
- Develop and implement digital campaigns to meet specific acquisition and fundraising goals.
- Build effective campaign landing pages.
- Provide regular, detailed reports on campaign activities, using analytics in line with digital strategy.
- Develop engaging video content for use across digital channels and collaborate new ideas with the wider team
- Create an image bank for utilisation across a number of platforms
- Build and maintain relationships with key media personal and write and distribute media releases as required.

#### Requirements

- Tertiary qualification in digital marketing or communications.
- Excellent written communication skills.
- Demonstrated experience in digital/web content creation with a flair for inspiring people through words, images and strong design, ideally in a not-for-profit environment.
- Experience of CMS platforms, (we currently use Wordpress), together with Google Analytics, Google Ads, Facebook Ads, SEM and SEO.
- Excellent social media management skills using analytics and insights to drive digital engagement.
- Experience in both growing and building organic and paid social audiences across a variety of social platforms.
- Experience with paid social campaigns that have achieved specific goals.
- Competent graphic design, photography and video skills.
- Strong computer literacy with Salesforce experience highly desirable.