

## ROLE PROFILE

### Digital Communications Officer

<b>Job Title</b>	Digital Communications Manager (interim)
<b>Reporting to</b>	Director of Communications and Marketing
<b>Grade</b>	Salary £37-40K
<b>Line Management responsibility</b>	Nil
<b>Location</b>	Contractually the base location for UK staff is at our London Office in White City, West London. Currently staff are required to work two days per week in the office.

#### Key accountabilities

##### Job purpose

The Digital Communications Manager (interim) plays a key role in helping to develop and deliver our digital strategy. The role is responsible for helping to build the reach and profile of the British Asian Trust across our digital channels (website, social media, e-newsletters) and will take the lead on content creation. You will devise and implement communications plans which support our programmes, fundraising and events, enabling us to tell a compelling story about our work and impact across South Asia. The role will also support the delivery of a new British Asian Trust website as part of a wider organisational rebrand. You will work closely with our Director of Communications and Marketing and be required to work collaboratively across our teams based in both the UK and in-country offices.

##### Key Accountabilities

##### Social media

- Lead on the development of our social media platform portfolio and identity.
- Design and implement social media strategies to profile the British Asian Trust's programmes across South Asia and flagship UK events including our Annual Dinner, Iftar and Elephant Family's Big Egg Hunt.
- Lead on live event coverage, overseeing videography and photography briefs, posting content across our platforms and liaising with ambassadors and stakeholders to amplify key messages.
- Manage the British Asian Trust's social media channels (Facebook, Instagram, LinkedIn, X, YouTube), maintaining a content calendar to ensure posts are timely and effective.
- Generate content to engage key audiences and drive awareness of our work and impact.
- Develop influencer engagement strategy.
- Manage dialogue with the British Asian Trust's social media communities by responding to and driving conversations.
- Take an active role in preparing for, and responding to, issues affecting brand perception and reputation.
- Maintain oversight of social media channels by monitoring, tracking and reporting on comments and feedback.

##### Website

- Work with web agency and the Director of Communications and Marketing to support the creation of a new British Asian Trust website, as part of wider organisational rebrand.
- Create and maintain a strong working relationship with web agency, acting as first point of contact for all activity relating to the website.
- Maintain and develop the British Asian Trust's website, updating content and monitoring the effectiveness of the user experience via Google Analytics and other reporting tools.
- Develop and maintain website management policies and procedures.
- Update and optimise website content for maximum impact.

**Marketing**

- Oversee planning, production and distribution of regular e-communications and marketing.
- Support and advise colleagues on the creation of digital assets and tool kits, ensuring they are appropriate, effective and delivered on time.

**Analytics and reporting**

- Maintain a solid understanding of the changing needs of our digital audiences and the channels they use.
- Identify trends and insights and produce reports to share with the wider team which provides reflections on goals and learning.
- Report on social and wider digital campaigns using analytics tools.
- Keep up to date with latest developments and trends in digital marketing to identify opportunities to grow and connect to audiences.

**Other**

- Develop and maintain a Digital Asset Management system; collating and storing data such as keywords and tags and sourcing appropriate stock images.
- Coordinate external digital support, as required, from external suppliers.
- Identify external events and other opportunities to increase the British Asian Trust's digital visibility throughout the year.

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**Key relationships****Internal:**

Director Communications and Marketing  
Communications and Marketing Team  
Fundraising Team  
Programme leads (India, Pakistan and Bangladesh)

**External**

External suppliers  
Ambassadors and influencers  
Programme delivery partners

**Person Specification**

The role requires a highly self-motivated digital communications professional, able to work independently and as part of a small, busy team.

**Essential:**

- At least five years' experience of working in digital communications.
- Solid understanding and experience of content management systems.
- Experience of using CRM systems and/or mailing software (eg. MailChimp, Pardot) to produce and email newsletters.
- Strong technical knowledge of social media platforms, management tools and SEO tactics.
- Confident using software such as Adobe Suite and Canva to edit video and produce graphics.
- First-hand responsibility for maintaining a variety of digital channels.
- Track record of achieving growth in reach and followers.
- Excels in producing high quality, creative content and digital assets.
- Competent writing engaging copy for social media, websites and newsletters.

- Experienced in producing photography/videography briefs.
- Comfortable managing external suppliers.
- Excellent at building positive working relationships.
- Able to gather and interpret analytics on social media and website performance.

**Personal attributes/qualities**

- Ambitious, creative and curious.
- Able to manage competing priorities and requests.
- Enjoys contributing ideas and sharing insights.
- Open to new ways of working, learning new tasks and skills.
- Passionate about South Asia, international development and helping the Trust to transform lives.