

**fJOB DESCRIPTION AND PERSON SPECIFICATION**

<b>JOB TITLE:</b>	Digital Content Coordinator
<b>RESPONSIBLE TO:</b>	Senior Digital Coordinator
<b>RESPONSIBLE FOR:</b>	N/A

**JOB SUMMARY:**

Coordinate and support the delivery of the Foundation's Marketing and Communications strategy using digital channels and content to engage, influence and retain key audiences including donors and funders, customers, participants and supporters.

Support on creation, delivery and analysis of digital content campaigns to promote services and products to targeted audiences across social media platforms, website and email. Generate digital marketing content, produce engaging and high-quality video, collate and write engaging content that reinforces the Foundation's vision and values with analysis of campaign results with recommendations for improvement to create an excellent customer experience.

Relationships and communication are key within our organisation, so the successful applicant will have strong skills in these areas and must use their initiative to juggle competing priorities in a fast-paced environment.

**MAIN DUTIES:**

Direct or Indirect responsibility

Duties/Responsibilities	D/I
<ul style="list-style-type: none"> <li>Curate, capture and deliver lively and compelling content to engage target audience and increase brand awareness across the Foundation's social media channels (Facebook, Instagram, LinkedIn, Threads, YouTube, X).</li> </ul>	D
<ul style="list-style-type: none"> <li>Work closely with the Senior Digital Coordinator to implement a social media strategy to increase engagement, followers, and brand awareness.</li> </ul>	D
<ul style="list-style-type: none"> <li>Coordinate a range of bespoke projects and campaigns including the implementation of a new Foundation social media channel (TikTok).</li> </ul>	D
<ul style="list-style-type: none"> <li>Write, develop, edit and publish engaging content for a variety of digital platforms and for external press.</li> </ul>	D
<ul style="list-style-type: none"> <li>Develop excellent working relationships and work closely with various departments to gather content ideas and ensure alignment with organisational objectives.</li> </ul>	D
<ul style="list-style-type: none"> <li>Plan and execute digital marketing campaigns to promote Foundation programmes, events, and initiatives.</li> </ul>	D
<ul style="list-style-type: none"> <li>Ensure all data collection and processing is in accordance with GDPR and data protection laws.</li> </ul>	D

<ul style="list-style-type: none"> <li>Support the Senior Digital Coordinator to update and manage website content to ensure it is fresh, relevant, and engaging.</li> </ul>	I
<ul style="list-style-type: none"> <li>Create innovative content across platforms to grow conversion, customer retention and sales. Manage customer segments to ensure messages are appropriate and timely.</li> </ul>	I
<ul style="list-style-type: none"> <li>Track and analyse content performance using tools like Google Analytics and social media insights, conduct AB testing and campaign reporting against key metrics to inform future content strategies.</li> </ul>	I
<ul style="list-style-type: none"> <li>Monitor social media trends, tools, and applications, and recommend strategies to stay current and innovative.</li> </ul>	I
<ul style="list-style-type: none"> <li>Identify data collection opportunities and implement solutions to collect data.</li> </ul>	I

## PERSON SPECIFICATION

Essential or Desirable Requirement

Qualification/Education	E	D
<ul style="list-style-type: none"> <li>Degree or equivalent qualification in relevant subject.</li> </ul>	E	
<ul style="list-style-type: none"> <li>Relevant professional qualifications or memberships.</li> </ul>		D

Experience	E	D
<ul style="list-style-type: none"> <li>Proven experience in content creation, social media managements, and digital marketing.</li> </ul>	E	
<ul style="list-style-type: none"> <li>Experience of creating innovative and engaging content across digital platforms.</li> </ul>	E	
<ul style="list-style-type: none"> <li>Able to demonstrate success in growing an online audience.</li> </ul>	E	
<ul style="list-style-type: none"> <li>Proven experience in coordinating marketing and/or customer relationship activity including demonstrable experience of using insight and data to improve effectiveness and reporting on ROI.</li> </ul>		D
<ul style="list-style-type: none"> <li>Experience of researching and reporting trends, engagement and growth opportunities.</li> </ul>		D
<ul style="list-style-type: none"> <li>Experience working within a sport, non-profit, or community-focused organisation.</li> </ul>		D

Specialist Training	E	D
<ul style="list-style-type: none"> <li>Social media</li> </ul>		D
<ul style="list-style-type: none"> <li>Digital marketing</li> </ul>		D

Aptitude or Skill	E	D
<ul style="list-style-type: none"> <li>Outstanding written and verbal communication skills.</li> </ul>	E	
<ul style="list-style-type: none"> <li>Strong storytelling abilities with a creative mindset.</li> </ul>	E	
<ul style="list-style-type: none"> <li>Ability to manage a diverse workload and prioritise requests.</li> </ul>	E	
<ul style="list-style-type: none"> <li>Excellent attention to detail to complete important updates and amends.</li> </ul>	E	
<ul style="list-style-type: none"> <li>Knowledge of SEO best practices and web analytics tools.</li> </ul>		D
<ul style="list-style-type: none"> <li>Proficiency in content creation tools such as Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro) or similar software.</li> </ul>		D
<ul style="list-style-type: none"> <li>Familiarity with social media management tools (e.g., Sprout, Hootsuite, Buffer).</li> </ul>		D

Personal Characteristics	E	D
<ul style="list-style-type: none"> <li>Confident communicator, strong interpersonal skills and the ability to build relationships with a diverse range of colleagues and stakeholders.</li> <li>Highly motivated and proactive with a strong sense of initiative.</li> <li>Confident in setting and meeting timescales for delivery.</li> <li>Ability to work both independently and as part of a team.</li> <li>Willingness to learn and desire to maintain up to date qualifications and practice.</li> <li>An understanding of and commitment to equality and diversity.</li> <li>Commitment to reflective practice.</li> <li>Able to use own transport.</li> </ul>	E E E E E	D D D D

### Special Terms

Special Conditions
This post is subject to an enhanced DBS check. Some evening and weekend work will be required.
<b>Working in different locations:</b> This post will be based at NUCASTLE, but with travel to locations across Gateshead and Newcastle, North Tyneside and Northumberland.

*In addition to these functions, employees are required to carry out such other duties as may reasonably be required.*

### GENERAL STATEMENT

All employees of the Foundation must at all times carry out their responsibilities with due regards to all policies and procedures and in particular health and safety, confidentiality and data protection.

### SAFEGUARDING & WELFARE STATEMENT

The Foundation is committed to the safeguarding and welfare of all children, young people and adults at risk of harm and requires all staff, volunteers and others associated with the Foundation to share and endorse this commitment.

If a role requires a CRC at Standard or Enhanced level (which may include checks against the Barred List), it is exempt from the Rehabilitation of Offenders Act (1974). Therefore, all convictions, including all spent convictions that may not been subject to filtering by the disclosure should be declared on the documents provided as part of the recruitment process.

### EQUALITY STATEMENT

The Foundation is also committed to equality and diversity and believes in equal opportunities for all. We require all staff, volunteers and others associated with the Foundation to share and endorse this commitment.

You are required to ensure a positive attitude towards equality and diversity at all times. You must ensure that you treat others fairly and with respect. Your behaviour must align to the principles of equality as outlined in the Foundations equality policy. You must not commit any form of direct or indirect discrimination, victimisation or harassment of any description and must promote positive working relationships between all internal and external stakeholders.

## DECLARATION

I acknowledge receipt of this job description. I have read, understood, and agreed the terms outlined above. I understand that I must adhere to the requirements of this role for the duration of my employment. I further acknowledge and understand that the requirements of this role will change and evolve over time and that I must adhere to the requirements of the role as they apply from time to time. I also acknowledge and agree that I may be issued with an alternative job description to reflect my role as it changes over the course of my employment. Following an offer, and acceptance, of employment I acknowledge and agree that I may be added to one or many of the different software system providers that the Foundation uses (which may change from time to time) in order to administer my employment, to facilitate my role and my employee benefits and for the purposes of effective communications.

Employee Name: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

LM Signature: \_\_\_\_\_ Date: \_\_\_\_\_

HOD Signature: \_\_\_\_\_ Date: \_\_\_\_\_

HR Signature: \_\_\_\_\_ Date: \_\_\_\_\_