



JOB DESCRIPTION

Job Title: Digital Communications Planner (Officer level)

Reporting to: Communications/PR Manager

Direct Reports: None

Job Purpose:

Allergy UK is seeking an individual who loves using the power of social media and can create engaging content and strong stories to highlight our cause to create a better understanding and awareness of allergic disease across a number of audiences. This Person will be a key member of our Communications team, reporting to the Communications/PR Manager and liaising closely with our teams, particularly Fundraising, to gather stories and content themes that will increase Allergy UK's profile, drive our influence and highlight our commitment to improving the lives of people living with allergic disease.

Key Accountabilities:

1. Work with Comms team members to develop and deliver our social media plan, driving online engagement and increasing influence via social media channels
2. Create content and develop case studies and stories, sourcing themes from both inside and outside the organisation and planning targeted activity across appropriate social channels. This will include researching and writing case studies and stories and organising photography where appropriate
3. Monitor and report content performance to guide future targeting and planning
4. Monitor social media and work with Comms team members and relevant Allergy UK personnel to ensure comments, queries, feedback is all responded to as quickly and accurately as possible (this may include some out of office hours)
5. Plan and execute the Charity's paid social media marketing using Campaign Planner – this will include overseeing the creative, split testing, budgeting and identifying key target audiences across the Charity's online channels.
6. Assist with paid social media marketing – contributing ideas and improvements for campaigns including reviewing creative, monitoring spend and other tasks as necessary. Assist with content management of the website to support Awareness Weeks and topical themes and campaigns
7. Provide support and guidance to our operational teams to promote the power of social media and its role in creating awareness and influence
8. Proactively research opportunities to engage our audiences, establishing social media as a key and effective driver in our Communications activities

This job description is non-exhaustive, and is subject to regular review with the post holder and amended in line with the needs of the organisation.



Person Specification

Education & Qualifications

Essential

Minimum 2 years' experience in the field
Education to level 2 (e.g. GCSE grade C level or equivalent)

Desirable

Social Media Qualification

Experience

Essential

Skilled digital copywriter
Work as part of a team
A competent and credible communicator to various audiences at different levels.

Desirable

Charity/3rd Sector experience

Skills & Knowledge

Essential

Previous experience of scheduling and driving social media
Use own initiative and tenacity
Adaptable and able to respond to the needs of allergy UK within the communications environment

Desirable

Previous experience in the allergy related field

Behavioural Competencies

Planning & organising
Analysing & Interpreting
Presenting and communicating Information

Relating & Networking
Adapting & responding to change
Working with People

This job description is non-exhaustive, and is subject to regular review with the post holder and amended in line with the needs of the organisation.