



JOB DESCRIPTION

Job Title: Senior Digital Communications Planner

Reporting to: Communications/PR Manager

Job Purpose:

As a senior member of the Communications Team you will have passion and drive to use the power of social media and are able to 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. The role will report to the Communications/PR Manager and liaising closely with our other teams, 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. Working with the Communications Manager to develop and deliver our social media plan, driving online engagement and increasing influence via social media channels
2. Develop compelling digital content including 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. Grow other digital content including articles, news items, social media assets and videos.
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 spends 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 and to build digital knowledge of the teams
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 3 years' experience in the field
- Education to level 3 or above

Desirable

- Social Media Qualification

Experience

Essential

- Skilled digital copywriter
- Understands and has experience of using a wide range of digital comms channel and how these can be used to positively influence engagement
- Previous experience of scheduling and driving social media
- Use own initiative and tenacity
- Innovative, able to create engaging digital content for customers
- Excellent written and oral skills
- Can work under pressure and manage competing priorities and tight deadlines
- Adaptable and able to respond to the needs of allergy UK within the communications environment

Desirable

- Charity/3rd Sector experience

Skills & Knowledge

Essential

- A competent and credible communicator to various audiences at different levels.
- Strategic vision and creation approach
- Strong critical thinking and problem solving
- A flexible team working approach

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

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