



napac

The National Association for
People Abused in Childhood

JOB DESCRIPTION

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| JOB ROLE | Digital Communications Officer |
| JOB FUNCTION | <p>The Digital Communications Officer is a new role to support NAPAC's external communications and engagement activities.</p> <p>They will lead on the day-to-day management of NAPAC's social media and website content, sharing original content and engaging with wider stakeholder communities online. They will raise awareness of NAPAC, grow engagement, market our training programme and products, and help more survivors access resources.</p> <p>They will be a key contributor to developing resources and materials available online, frequently liaising with colleagues.</p> |
| REPORTS TO | Fundraising Manager |
| REPORTING LINES | None |
| KEY WORKING RELATIONSHIPS | CEO, Business Development Manager, Training and Development Officer, Head of Research and Analysis, Survivor Services Support Manager |
| LOCATION | NAPAC's London office and homeworking |
| HOURS OF WORK | <p>0.6 FTE (21 hours per week)</p> <p>Averaging 4-5 hours per day each week, to include Monday morning and Friday afternoon.</p> <p>Contract for three months, renewed quarterly, subject to funding</p> |

MAIN AREAS OF RESPONSIBILITIES

Day to day management of online communications

- Provide social media expertise and advise on optimising NAPAC's online presence
- Day to day management of NAPAC's website and social media platforms
- Curate and share original content across all online platforms for survivors, partners, donors, and training clients

- Proactive marketing of NAPAC's training programme and products to drive uptake
- Identify engagement opportunities relevant to our audiences online
- Identify and review opportunities for expanding NAPAC's online presence, including different channels and campaigns
- Monitor analytics for online engagement and report on these to the team.

Produce content for use online

- Writing original content, including blogs, and accompanying social media posts
- Editing and formatting content for optimal use online across platforms
- Create templates for colleagues to improve our online communications, including interactive design elements and infographics
- Contribute to a wide range of materials, including survivor booklets, newsletters, and reports, liaising with colleagues and external partners.

Act as the initial contact for content and engagement requests

- Act as the initial contact for media enquiries and other online requests
- Work with colleagues to manage and maintain positive relationships with press and other media contacts
- Manage the communications calendar and make recommendations to the team about online engagement opportunities
- Maintain records of media and other engagement enquiries and NAPAC's responses.

Maintain a best-practice approach to communications

- Help maintain a best-practice approach to communications, always considerate of survivors
- Help ensure our communications, including the management and storage of data, meets legal requirements (including GDR) and our own best practice policies
- Help ensure brand consistency across external communications
- Be confident championing NAPAC's vision and values.

PERSON SPECIFICATION

We are looking for a digital expert to champion NAPAC online, helping more survivors find our services, and engage with training clients, donors, and senior decision makers.

Excellent professional communications skills with experience using social media platforms including WordPress, Facebook, Twitter, LinkedIn, Google Analytics, and tools including Lightful and Canva. Interest in learning and utilising emerging technologies and digital tools, and confidence sharing learning and making recommendations about how these can be used. Knowledge and experience of design and creative processes for delivering accessible content online. A background in marketing would also be useful.

The ideal person will be very proactive, have strong interpersonal and technical communication skills, and always be learning. They will be excited about playing a pivotal role in a small, dynamic organisation with a growing national profile.

Compassion is vital, as is being willing to ask for help. A commitment to transparent and ethical practice, including being able to identify and raise issues when working with internal and external senior stakeholders, is essential. In return, you will be supported and challenged, and be able to release your creativity and help us reach more survivors in more ways.