

## Digital Officer

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Company: Career Moves Group

Location: London Area

Category: other-general

Senior Digital Officer | Not-for-profit London | Hybrid Competitive Salary Perm

As the Senior Digital Officer with our not-for-profit client, you will play a pivotal role in advancing their digital presence and ensuring effective communication strategies across all digital platforms. Reporting to the Head of Communications and Marketing, you will lead the development and implementation of digital plans to enhance their website accessibility, optimise user experience, and execute targeted email marketing campaigns. Your proactive approach and expertise will drive innovation in digital initiatives, prioritizing a digital-first strategy to achieve organisational objectives.

**Key Responsibilities:** Work with the Head of Communications and Marketing to execute and maintain a comprehensive digital strategy encompassing all digital communication channels. Ensure the website remains up-to-date, accessible, and aligned with best practices, while identifying opportunities for enhancement and development. Co-ordinate with web developers to ensure timely updates and improvements to the website. Manage the family feedback database and automated communications programs, ensuring effective communication with stakeholders. Provide guidance and support to the organisation on digital systems, emerging technologies, and best practices. Manage email marketing activities, including planning and implementing campaigns, and utilising analytics for evaluation. Maintain Google AdWords campaigns, optimising performance, and utilize Google Analytics for reporting and evaluation. Conduct training sessions for new staff on content management systems and other digital platforms as necessary.

**Person Specification:** Significant experience in a similar role, preferably within the voluntary sector. Proven track record in developing and implementing digital plans. Strong

relationship-building skills with various stakeholders. Experience in crafting engaging content across multiple channels. Proficiency in website development and CMS systems, such as WordPress. Familiarity with Google Analytics, Google AdWords, and search engine optimisation. Other Requirements: Willingness to work outside of regular office hours, including weekends and travel as necessary. Commitment to accountability and achieving objectives. If you feel you'd be a great fit for this role, please apply today! We are all working in a difficult and challenging market place at this current time. In recruiting, Employers are asking for very specific skills and we make sure that all of our posted roles give those required criteria. Unless those criteria are definitively met we are currently unable to take any applications further and therefore if you do not hear from us within 7 days, it means that unfortunately your application has been unsuccessful. Please continue to visit our website, where all roles are posted and if you see a relevant opportunity and your skill set is a specific match please apply. Career Moves Group consistently challenges the status quo and encourages talent sustainability which also includes championing inclusion and unconscious bias. As market conditions change, we will update this notice. Apologies if we were unable to help you at this time.

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