Job Description

Job title: Digital Communications and Marketing Officer

Job purpose: To plan and deliver Ashden's social media content – and work with the Digital Communications and Marketing Lead to deliver website, email and digital marketing communications.

Reports to: Digital Communications and Marketing Lead

Responsible for: Ashden Interns

Duties and key responsibilities

This role focuses on day-to-day management of Ashden's social media channels, and the implementation of our social media strategy. The role holder will work with teams across Ashden to reach target audiences with paid and organic content serving Ashden's programmatic work, and broader strategic goals.

They will also lead planning and delivery of email marketing, and support the maintenance of Ashden's websites and delivery of pay-per-click marketing.

Social Media:

- Lead in implementation of Ashden's social media strategy, shaping our presence on a range of channels (currently Facebook, LinkedIn, Instagram and YouTube). To include Ashden's main channels, and those of our Let's Go Zero campaign.
- Create inspiring copy and visuals for our channels, in collaboration with colleagues across Ashden. Brief Ashden's film and photography producer to produce short video clips for use on social media.
- Organise and schedule posts to deliver maximum impact, taking into account external events and Ashden's own calendar of activities.
- Monitor and report on social media performance, and incorporate lessons into future social media activity.
- Seek out and assess the value of new social media channels, techniques and approaches.
- Ensure content is optimised for maximum performance – through measures such as tagging, use of hashtags and emojis, and Search Engine Optimisation.
- Boost the impact and efficiency of social media content using AI tools.
- Deliver paid social media campaigns. This will include audience-building, testing, analysing performance and adjusting content accordingly.

- Lead on delivering informal social media training and guidance for Ashden staff.
- Ensure social media content is on-brand.
- Identify and manage opportunities for social media collaboration with partner organisations.
- Identify and manage reputational risks related to Ashden's social media use, with support from Digital Communications and Marketing Lead.
- Offer advice to partner organisations on effective social media usage.

Website

- Work with the Digital Lead to maintain and update content on ashden.org and letsgozero.org using WordPress.
- Support Digital Lead in implementing SEO audits to identify pages with a low score, making adjustments to meta data, imagery and writing style.
- Support Digital Lead to ensure that the highest standards of accessibility are maintained – writing style, alt text, colour contrast, search terminology and UX and UI.
- Support Digital Lead to develop a new website style guide that outlines colour usage, files handling, font, writing style.

Email Communication:

- Working from existing Ashden communication plans and strategies, develop and implement a content plan for Ashden newsletters.
- Manage the newsletter production process – creating and implementing schedules, gathering content from colleagues, designing individual newsletters, and sending them via Microsoft Dynamics.
- Monitor and report on newsletter performance, and use this information to shape future newsletters.
- Create bespoke designed emails for other Ashden teams and colleagues.
- Support the maintenance of email marketing lists.
- Support Digital and Marketing Lead to ensure GDPR requirements are met and upheld.

Pay-per-click (PPC) marketing

- Support the Digital Communications and Marketing Lead to deliver pay-per-click marketing campaigns.

Cross digital channel communications:

- Support Digital Lead to develop and implement a crisis communications strategy for digital channels.
- Support Digital Lead to create an AI usage guide for digital channels.

Other Responsibilities:

- Line management of Digital Communication Interns, ensuring that there is a consistent and appropriate amount of work for them. Provide them with opportunities to engage and learn from the Communications and Programme teams.
- Support the briefing and management of relevant external agencies and freelancers.

Internal communication

- Keep wider Ashden team updated on key communications outputs, including social media posts and campaigns.

General responsibilities

- Be proactive in keeping up to date with developments affecting your work.
- Be flexible and perform other associated duties as may arise in line with the broad remit of the position.
- Support and promote diversity and equality of opportunity in the workplace.
- Support and promote the sustainability and carbon reduction actions within Ashden, SFCT and our wider work.
- Work collaboratively with others in all aspects of SFCT' s work

Scope and accountability

Decision making and limits of authority	Day-to-day decisions on what is appropriate to post on social media platforms and website, ensuring all content and messaging is in-line with Ashden's social media strategy. Responsible for proactively seeking out content ideas, incorporating into monthly social plans. Sign off by Digital Lead. Recognise and refer upwards any issues that pose reputational risk in line with the digital crisis communications strategy.
Financial responsibilities	Planning spend on paid digital campaigns, for approval by Digital Communications and Marketing Lead.
Information resources	Responsible for day-to-day running of social media accounts, ensuring content is in-line with Ashden's social media strategy and represents Ashden and its work accurately. Supporting the Communications and Programme teams in keeping Ashden's websites up to date.
Other resources	Ensuring that Ashden social media assets are saved in the appropriate folders on SharePoint. This includes photography and video content captured on mobile and designed assets produced in Adobe software.
People management	Communication team Interns.

Legal, regulatory and compliance	• Ensure compliance with SFCT financial policies and procedures. • Ensure compliance with data protection regulations (where applicable - GDPR Champion for Ashden, initial responsibility for ensuring compliance with GDPR). • Ensure compliance with Ashden Safeguarding policies and procedures and data protection in relation to grant management. • Personal compliance with SFCT health and safety procedures, Equal Opportunities & Diversity procedures.

Person specification

Essential

- Strong knowledge of social channels including Facebook, Instagram, LinkedIn, TikTok and YouTube.
- Proven experience in managing or developing social media accounts: following brand guidelines and creating impact in-line with organisational goals and strategies.
- Experience using Adobe Photoshop, Illustrator and InDesign to create visually appealing content for digital channels.
- Experience leading or delivering paid social media paid campaigns.
- Ability to handle and prioritise multiple tasks and projects, ensuring timely and effective delivery.
- Good interpersonal skills and ability to build strong relationships, both internally and externally.
- Ability to self-organise and work independently.
- Commitment to anti-discriminatory practice and equal opportunities. An ability to apply awareness of diversity issues to all areas of work.

Desirable

- Experience working in sectors related to Ashden's activities.
- Experience of video editing – Ideally using Adobe Premier Pro.
- An understanding of SEO and Google AdWords.
- Experience using AI tools in a professional context.
- Active and self-led learner who keeps abreast of developments
- Language skills – particularly French or Spanish – and/or experience supporting Global South organisations.