

Job Description

Digital Communications Officer

Location: 37 Spital Square, London E1 6DY
(with some homeworking by agreement)

Hours: Full-time, 35 hours a week (excluding lunch)

Term: Permanent

Salary: £30,000

Deadline: Tuesday 3 December 2024, 9am

The Society for the Protection of Ancient Buildings
www.spab.org.uk | [@spab1877](https://twitter.com/spab1877)

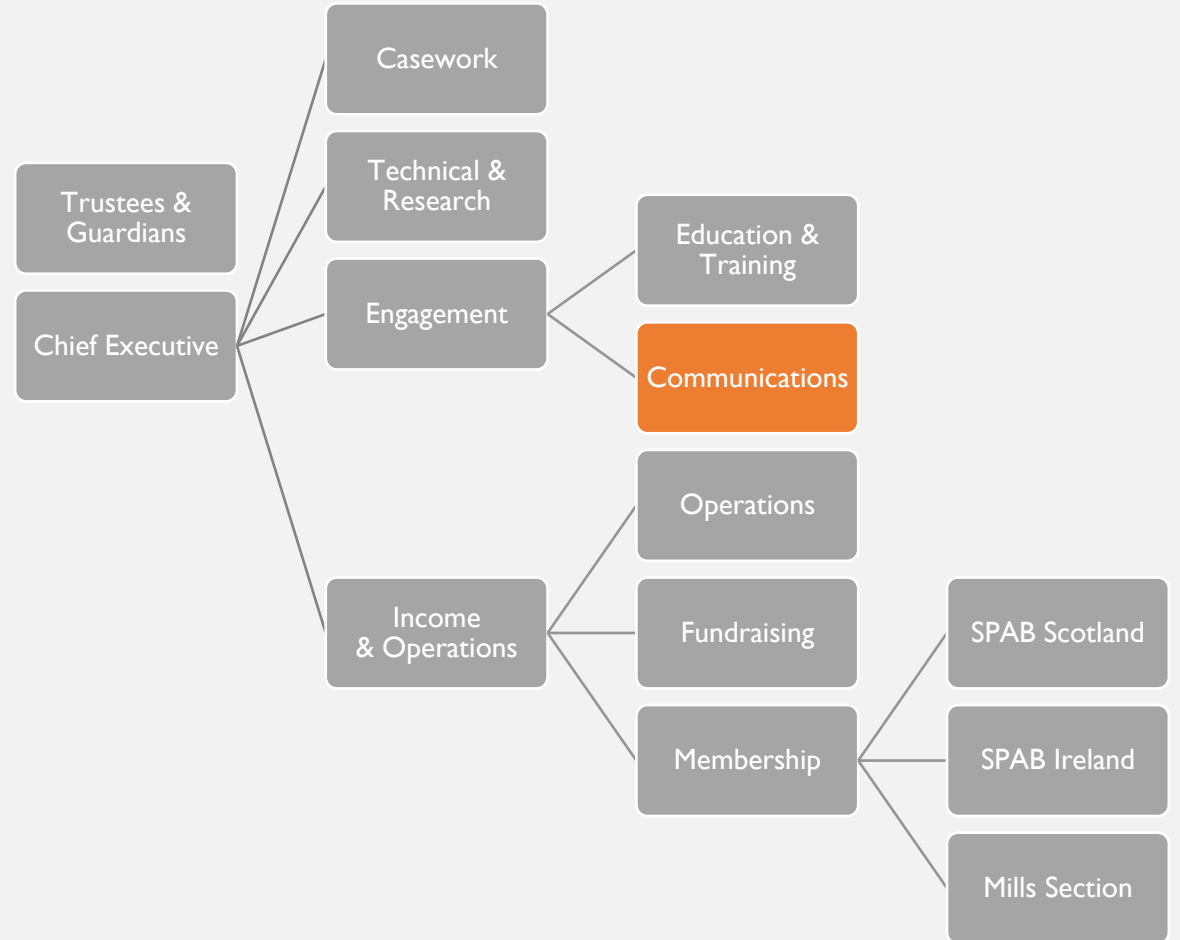
About Us

The Society for the Protection of Ancient Buildings (SPAB) gives old buildings a future.

We help people to look after old buildings, making them fit for the future while keeping their historic character. We do this through casework, technical research and advice, education and training, awards, outreach and events across the UK and Ireland.

Our work is underpinned by a conservation philosophy that encourages people to preserve historic fabric. The SPAB Approach provides a well-tested basis for practical decision-making in building conservation. We also encourage excellence in new design to enrich and complement the built historic environment.

Founded in 1877 by William Morris and his fellow campaigners, the SPAB continues to advocate for old buildings almost 150 years later.



About the Role

The Digital Communications Officer will work with SPAB's Senior Communications Manager, colleagues and volunteers to grow, engage and inspire new and existing audiences.

You will help deliver a step change in our digital presence bringing our philosophy, values and activities to life through your storytelling skills. You will drive engagement through our website, social channels and e-Newsletters, increasing our reach, growing our online community and inspiring support.

If you love social media, enjoy collaborating with others and have strong creative skills, this might be the job for you.



What You'll Do

Content creation

- Develop, plan and optimise digital and social media content, to attract new audiences and deepen engagement with existing ones
- Update web pages and create new content in consultation with colleagues and the Senior Communications Manager
- Proactively liaise with colleagues across the organisation to communicate current policy, activities and practise, including casework, technical research and advice
- Work seamlessly across departments, regions and specialist groups in a collaborative and constructive manner to plan and deliver effective digital activity
- Coordinate production of e-Newsletters, monitor open rates and recommend improvements
- Build SPAB's video archive, manage the photographic library and produce new multi-media content as required
- Research, write and publish blog posts

Manage online presence

- Using a content calendar, plan and post on owned social media channels and third-party platforms to meet SPAB communications goals
- Monitor social channels on a day-to-day basis, answering queries and responding to comments
- Optimise website SEO tags, actively manage Google presence and Google AdWords grant
- Coordinate user interface (UI) elements of the website, ensuring copy and content is maintained, and provide support to wider staff in managing content updates.

Monitoring and reporting

- Spot trends and advise on best social media content, platforms and new technologies
- Test, evaluate and refine integrated campaigns
- Confidently produce analytics on engagement, reach and sentiment using Google Analytics and other monitoring tools

What You'll Do

Internal communications

- Assist the Senior Communications Manager with internal communication tasks
- Proactively liaise with colleagues to engage with SPAB current strategy, activities and practise

General

- Be an active member of the Engagement Department and Communications Team
- Ensure copyright, privacy and other compliance requirements are fully met
- Enthusiastically attend SPAB events and training
- Contribute to Advocacy Committee meetings
- Promote the SPAB Approach to conservation
- Support best practice in equality, diversity and inclusion
- Protect and enhance the organisation's reputation
- Support the delivery of the SPAB strategy

Other

- Keep up-to-date with digital media developments and relevant legislation
- Network with similar post-holders in other organisations
- Maintain awareness of the built heritage sector
- Undertake other duties as may from time to time be required by the organisation

	Salary: £30,000 + 5% employer's pension contribution
	Hours: Full-time
	Term: Permanent
	Location: Spitalfields, London, E1, with homeworking available
	Reports to: Senior Communications Manager
	Team: Communications

Equal Opportunities

We particularly welcome applications from people with backgrounds underrepresented in building conservation.

Anything we can do to make this role or application process more accessible for you? Please email recruitment@spab.org.uk.

About You

Essential Criteria

- Experience working in a communications environment developing, implementing and evaluating digital activities
- Proven experience working in the social media landscape
- Demonstrable experience of growing digital audiences, web page views, newsletter subscribers and social followers
- Excellent written English and understanding of optimising copy, images and video for digital platforms
- Experience using website Content Management and Customer Relationship Management systems
- Understanding of digital accessibility and SEO best practice
- Working knowledge of digital reporting tools
- Self-motivated, able to work independently and as part of a small team, collaborating with staff and volunteers communicating effectively and balancing competing priorities
- Strong attention to detail
- Adaptable can-do attitude

Desirable Criteria

- Practical experience of using social media to extend reach of an organisation, promoting events, fundraising and campaigning
- Ability to generate visually engaging multi-media content using Adobe Creative Cloud tools
- Experience working with Drupal or a similar open-source web platform
- Experience working with CiviCRM or other CRM system
- Experience analysing Google Analytics and creating reports
- Experience of Google AdWords and digital advertising
- Experience of monitoring and responding to online reviews and comments
- Knowledge and/or experience of historic buildings, cultural or voluntary sector communications
- A personal interest in the SPAB's cause

What We Offer

- 21 days annual leave per annum, plus a generous Christmas closure period and UK bank holidays.
- A contributory pension scheme through the Pensions Trust, with a contribution of 5% of gross salary from SPAB and 5% from employees for those that opt in.
- A flexible working policy, whereby you can work the hours that suit you from a location that suits you, as agreed with your line manager.
- A TOIL policy, whereby you can reclaim any additional hours for occasional evening and weekend work.
- Involvement in and attendance at SPAB events, including working parties, and wider heritage sector events.

Get in Touch

Any questions about the role before you apply? Please email Jo Fells, Senior Communications Manager, jo.fells@spab.org.uk

Need any adjustments in order to apply or attend an interview? Please email recruitment@spab.org.uk.



How to Apply



Send a cover letter and CV (max 2 pages each) detailing how you fit the specification for the role

Send your application to recruitment@spab.org.uk by Tuesday 3 December, 9am

Interviews will be held on Monday 9 December at 37 Spital Square, London E1