

Digital Communications Officer

Full time, Permanent

Reports to: Deputy Director: Funding, Membership and Development

Salary: £30,676-to £36,134

Location: Office is London with a hybrid working model incorporating remote working

**Purpose of the role**

Palestine Solidarity Campaign are looking for a Digital Communications Officer to create develop and evaluate PSC’s online and social media presence. You will work to maximise supporter engagement in campaigns and increase membership and digital fundraising. You will report directly to the Deputy Director: Funding, Membership and Development.

We are seeking a passionate, hardworking Digital communications professional who is able to think clearly and creatively, and work to tight deadlines. The successful candidate will have experience of delivering high quality communications across a range of digital media platforms. They will be flexible, diligent and calm under pressure.

**Job Description**

* Work with the PSC Director, Deputy Director – Funding, Membership and Development, Deputy Director Campaigns and the Media to develop and deliver an overall media and communications strategy for PSC
* Deliver outstanding and innovative communications for different audiences and across multiple channels which align with PSC’s Comms plan
* Create develop and evaluate PSC’s online and social media presence to engage supporters, stakeholders and the wider public and to maximise digital fundraising opportunities
* Source, generate, edit, schedule and post written, visual, audio and video content that drives brand awareness, is shareable and encourages campaigning actions and/or generates income
* Act as the first point of contact for social media and our website, responding appropriately and championing and signposting people to the work of PSC
* Increase content reach and impressions to our website; improve our SEO (search engine optimisation)
* Improve engagement with our followers and those we are following
* Act as a brand champion within PSC, promoting the use of social media and encouraging greater understanding of the website and social media channels
* Keep abreast of new developments, trends and technologies, identifying and proposing new digital opportunities for PSC
* Test and learn from new methods for donor recruitment and increasing donations Monitor and evaluate results and make improvements to future activity
* Develop digital projects to support delivery of PSC’s campaigns to a wide range of our supporters – including students, trade unions, members, branches and donors
* Gather and package information about PSC Campaigns, events and activities for use in newsletters, reports, assessments, success stories, case studies, factsheets - working with internal stakeholders to use this information to promote PSC’s work to external target audiences.

*As a member of the team you will*

* Assist in the preparation, set up, and running of PSC events, and demonstrations
* Abide by PSC’s aims and objectives and PSC’s house style guide/s
* Attend and contribute to staff meetings and others as requested
* Share developments on a frequent basis with other staff, including your manager
* Produce evaluation and other reports for external and internal audiences.
* Cover for the Media Officer in their absence
* In order to work effectively in a changing environment as part of a small team, other tasks may be requested

Please note: All posts require flexibility, but the media post particularly requires a willingness to work flexible hours, including at relatively short-notice depending on media requirements.

This post will be largely office based (Islington) to allow for effective levels of daily collaboration with colleagues but at the current time will be largely worked remotely.

**Personal specification**

## *Essential: Experience*

* Experience of producing a range of high quality digital communication materials ideally in a campaigning context
* Experience of designing and delivering effective communications strategies
* Experience of using digital platforms to generate income
* Experience of evaluating social media and website analytics

*Essential: Attributes*

* Able to manage a demanding workload and work within tight deadlines
* Able to work creatively, flexibly and collaboratively within a small team
* Excellent communication skills
* Knowledge of the key issues regarding the situation in Palestine and an understanding of the appropriate framings to explain this situation
* An excellent understanding of the latest developments, trends and technologies in the digital communications field
* Commitment to the aims and objectives of PSC
* Clear and demonstrable commitment to anti-racism, equality and diversity.

## *Desirable*

* Experience of working on social justice or Palestine-related issues