Job description for Digital Officer

Job Title: **Digital Officer**

Reporting to: **Digital Manager**

Direct Reports: None

Place2Be is the leading children's mental health charity providing in-school support and expert professional development to improve the emotional wellbeing of children and young people, families, teachers and school staff.

Place2Be provides children's mental health services in over 600 primary and secondary schools, reaching a total school population of over 350,000 pupils.

Our teams provide a range of services in our partner schools to build resilience early in life through counselling, creative work and play and support a child's ability to engage in school life. Our work, focused on early intervention, is part of the 'comprehensive CAMHS system'.

Through our professional development programme, we are training c1200 Counsellors on Placement each year who build their mental health and counselling skills and experience through practice in our partner schools. We also provide a range of professional development programmes on mental health and wellbeing for school leaders, teachers and other professionals who work with children and young people, so we can help to build 'mentally healthy' schools and communities where all children can thrive and flourish.

We continue to pilot, trial and explore new ways in which we can develop our practice as well as share learning, expertise and findings from the robust evidence and evaluation we gather. HRH The Duchess of Cambridge is our Royal Patron and Place2Be is one of the founding charity partners of Heads Together. We also work collaboratively with a range of charities and expert organisations to leverage best-in-class knowledge and expertise to inform, develop and improve outcomes for the children, families and schools we support.

We ask our staff team to share our core values of perseverance, integrity, compassion and creativity, and to have the skills and patience to support some of the UK's most vulnerable children and families.

Overall Purpose:

To assist in the day to day running of the website, intranet, email marketing in the Communications Team, supporting the Digital Manager in maintaining our digital presence. There will also be the opportunity to support digital development projects, such a new intranet and further developments to our website.

Key Responsibilities:

- Keep content updated on Place2Be's websites and intranet, using the Umbraco CMS and SharePoint respectively

- Assist other staff members in making updates, providing guidance and training when required and monitoring / approving content

- Build, check and send email campaigns using MailChimp

- Analyse results in Google Analytics

- Monitor and log website bugs, passing these to our technical agency

- Support the Head of Digital and Digital Manager with digital development projects

Diversity & Inclusion

- A commitment to diversity and inclusion and equality of opportunity

Person Specification

The person specification outlines the main criteria for the post and short listing will be based on the following criteria. Please ensure that your supporting statement clearly shows how you meet the criteria using experience gained either in paid or voluntary work.

Criteria	Criteria E= Essential D= Desirable	Measured by A=Application I=interview
Communications / Core skills:		
1. Educated to degree level or equivalent (specifically in Digital / Communications)	D	A
2. Highly organised and diligent	E	A / I
3. Able to prioritise a busy work load	E	I
4. Works well in a team	E	A / I
5. Able to explain digital and technical information to colleagues using accessible language	E	I
6. Strong attention to detail	E	A / I
7. Web copy writing skills, with experience copywriting for web and email	D	A / I
Digital / I.T skills:		
8. Able to pick up new software and technologies quickly	E	I

9. Proven experience using content management systems (CMS)	E	A / I
10. Basic experience using Photoshop and Canva to edit artwork / photos for website usage	E	A / I
11. Ability to build eMarketing campaigns, import complex lists, test and measure success as well as supporting other teams to produce well-crafted campaigns	E	A / I
12. Strong experience using html / CSS	D	A / I
13. Experience using Mail Chimp	D	A / I
14. Experience using SharePoint as an intranet	D	A / I
15. Experience using Umbraco CMS	D	A / I
16. Experience analysing results in Google Analytics	D	A / I