

LandAid

Digital Content Officer Recruitment Pack



Digital Content Officer

£28,000 - £32,000 pa

Full Time (37.5hrs per week) and permanent

We are the property industry charity working to end youth homelessness in the UK. We bring remarkable businesses and individuals from across the sector together to support charities delivering life-changing services for young people who are or have been homeless, or who are at risk of homelessness in the future. Through a unique network of corporate partners, we invest funding and expertise where we can achieve lasting impact.

We are currently looking to recruit a full-time Digital Content Officer to join our creative and productive team. This post will work closely with the Communications & Engagement Officer, Senior Communications & Engagement Manager, Head of Communications and Engagement, Fundraising Events Team, Corporate Partnerships Team, and Programmes and Impact Team to raise LandAid's profile across multiple communications channels and build supporter engagement with both our corporate and individual supporters.

The successful candidate will lead on the content creation for LandAid's digital channels and provide support to the wider team across all marketing and communications activities. We are looking for a digital-savvy communications professional, skilled in creating engaging multi-media content. This role will give the successful candidate with the scope and vision the opportunity to take LandAid's digital channels to the next level.

Key aspects of the role include: creating engaging content for LandAid's social channels, across both organic and paid; editing our website and managing our content strategy; developing tailored digital content for our corporate supporters and engagement communities, including both LandAid and partner events; and leading on the management and growth of our case story library and wider impact comms.

LandAid are an organisation encouraging flexible working. Our colleagues partake in a mixture of working from home and in the office (Baker Street, London). We have a minimal expectation on colleagues to be in the office (at least once a month), where we come together for a whole organisational meeting. You will be able to design a working pattern that suits you, your family, the needs of the job and the team. We hope this encourages candidates from across the UK.

It's a really exciting time to be involved with an ambitious and growing organisation that's committed to bringing the property sector together to create real social change.

We look forward to hearing from you.

Lauren Doy,
Senior Communications and Engagement Manager

About Us

Our Vision:

An end to youth homelessness in the UK.

Our Mission:

Every year, thousands of young people in the UK find themselves homeless.

It's a problem that we're here to tackle.

We bring the property industry together to support charities delivering life-changing services for young people who are or have been homeless, or who are at risk of homelessness in the future.

Through a unique network of corporate partners, we invest funding and expertise where we can achieve lasting impact.

Together we can end youth homelessness.

Our Values:

We're Ambitious

- We are bold in the goals we set ourselves and the impact we seek
- We endeavour to inspire those with whom we work
- We recognise and celebrate achievement in pursuit of our mission

We're Responsible

- We are open, honest and trustworthy
- We hold ourselves accountable for what we do
- We build lasting and effective partnerships

We're Tenacious

- We persevere in the face of challenge
- We demand the best of ourselves, our supporters and our industry
- We bring courage and determination to the tasks we face

We're Inclusive

- We respect, listen to, and learn from everybody we work with
- We bring empathy and kindness to everything we do
- We are committed to diversity, equity and inclusion

We're Creative

- We champion innovation, fresh thinking, and new ideas
- We are agile and flexible in our approach
- We keep an eye on the future as well as the here and now

Job Description

Job Title:	Digital Content Officer		
Location:	Home-based (minimum requirement to work from our Central London office once a month)		
Hours:	37.5 hours per week		
Grade Band:	Officer	Salary Scale:	£28,000-£32,000
Reporting to:	Senior Communications & Engagement Manager		
Direct Reports:	Occasional Volunteers/Interns		

Role Summary & Purpose

To own and develop key content to help raise LandAid's profile across multiple communications channels and build supporter engagement with corporate and individual supporters, and charity partners.

Specific Responsibilities

1. Develop and deliver content and copy for LandAid's digital channels, including social media, email communications and the website.
2. Develop an own a content strategy to support the above channels, with a focus on the website.
3. Create bespoke materials to engage LandAid's key corporate partners and engagement communities as part of a wider supporter journey, including bespoke projects.
4. Produce and deliver content for events marketing plans across paid, earned, shared, and owned channels in collaboration with the Communications & Engagement Officer and internal teams.
5. Oversee the community management of LandAid's social channels.
6. Work with the Programmes and Impact team to manage the case story gathering process across LandAid charity partners, creating resources like blogs, video content and creative assets to educate and inspire.
7. Support and coach the wider team to adopt digital solutions across internal and external channels, using data and analytics to make recommendations for improvements.
8. Support with monitoring, and evaluating earned media coverage.

9. Contribute to the Comms Team planning culture ensuring that digital areas of work are planned periodically.
10. Provide general support to the Communications & Engagement Team, managing incoming queries, content curation and liaison with external partners.
11. Ensure brand guidelines adhered to in all external communications produced by third parties.
12. Keep abreast of developments in the property and charity sectors, presenting and sharing data, opinions, and news to inform our work around youth homelessness.

General Responsibilities

1. Be a committed and effective member of the LandAid Team.
2. To take your own professional development seriously and continually look for opportunities to learn and improve what you do, and how you do it.
3. Adhere to our policies and procedures, and working confidently and enthusiastically within our values.
4. Carry out any roles and tasks as needed to support the Senior Communications and Engagement Manager, Head of Communications and Engagement, the Chief Executive, and the priorities of the charity.

This job description is not necessarily an exhaustive list of duties but is intended to reflect a range of duties the post-holder will mainly perform. The job description will be reviewed regularly and may be changed in the light of experience and in consultation with the post-holder.

PERSON SPECIFICATION

Criteria	Essential	Desirable
Qualifications / Education / Training		
Educated to degree level in a relevant subject		✓
Experience		
Experience working in a similar role, preferably within the charity or property sector	✓	
Experience of devising and developing audience focused content ideas across multiple communications channels	✓	
Experience of producing multimedia content – including photography and video	✓	

Criteria	Essential	Desirable
led creative		
Experience of using all/some design programmes, including InDesign, Adobe Photoshop, and Canva	✓	
Demonstratable experience of producing content with copy for digital platforms including web, content management systems (our website runs on WordPress), social and email communications (we currently use Mailchimp)	✓	
Experience of managing and producing story-led content.	✓	
Experience of using all/some design programmes, including InDesign, Adobe Photoshop, and Canva	✓	
Experience of social media and community management	✓	
Experience of paid social media and using Google Analytics		✓
Experience of events marketing		✓
Experience of working with marketing, media, and communications agencies		✓
Abilities, skills, and competencies		
Experience of managing and delivering projects on time with multiple stakeholder involvement	✓	
Ability to effectively engage with external stakeholders including corporate partners, senior leaders, charities, consultants, and agencies	✓	
Excellent written and verbal communication, copy writing skills and strong editorial capabilities	✓	
High levels of digital literacy, including paid social media tools, Office package, data management, Google Analytics, Google AdWords, and content management systems	✓	
Experience and understanding of SEO		✓
Strong attention to detail and good	✓	

Criteria	Essential	Desirable
planning, organisational and administrative skills		
Excellent team player with a solution-focused attitude and a hands-on approach	✓	
Experience of managing a diverse workload and of supporting colleagues	✓	
Interest in charity and homelessness sectors	✓	
Understanding of and commitment to LandAid's mission and values	✓	

Personal Qualities

- We need you to be flexible in the way you work, and the way you think
- If you have a positive & enthusiastic outlook, it'll be helpful
- The role requires you to be a problem solver
- Are you proactive & self-motivated? You'll need to take responsibility for coming up with ideas, and to keep yourself focused and on-track
- We need the post-holder to be driven to exceed targets
- In a small team, your ability to collaborate will be vital, but so will your willingness to be decisive
- If you haven't got a commitment to our values, or a working style that reflects these, you may want to think again about working with us
- There's always a lot on, so you'll need to be organised, and to enjoy working through periods of pressure.
- We're a friendly but professional team. It'll help if you are too

How to apply

Please complete the application process through [Applied](#) here.

Closing date: 7 June

First interviews: 14 June

Second interviews: 21 June

**Thank you for your interest in joining LandAid.
We look forward to receiving your application.**