

Digital Communications and Engagement Officer

Term: Permanent

Hours: Full-time

Salary: £25 - £28k per annum, dependent on experience

Location: Hybrid- 2 days per week in the office with remote working

Reporting to: Senior Communications and Engagement Manager

Closing Date: Monday 16th May 11:59pm

About the role

We are looking for a talented Digital Communications and Engagement Officer to join a new and growing charitable foundation focused on improving the social mobility of young people from underserved groups.

This is a great role for a creative and ambitious communications professional with experience in creating and delivering engaging digital content across various platforms, including social media channels and the Foundation's website. Working with the Senior Communications and Engagement Manager, the successful candidate will play an important role in communicating the work of the Foundation to a) increase engagement amongst external audiences b) support our ambitious fundraising strategy and c) transform our influence and impact.

The successful candidate will be someone who is keen to work in a fast-paced, start-up environment and is passionate about young people and social justice.

About Mission 44

Mission 44 is a charitable foundation launched by Sir Lewis Hamilton. It aims to support, champion and empower young people from underserved communities to succeed through narrowing opportunity gaps in education, employment and wider society. Through grant-funding, research, partnerships and advocacy, Mission 44 is committed to driving long-lasting, transformative change to the lives of young people facing disadvantage and discrimination. To find out more about Mission 44, visit join-mission44.co.uk.

Diversity matters at Mission 44

We offer a working environment that values and respects every individual's unique contribution. We want to attract the broadest range of talented people and are committed to equality of opportunity and anti-discrimination practices. We positively

encourage applications from all sections of society and are particularly interested in candidates from diverse and underrepresented groups.

Key responsibilities

1. Digital Communications (Website, Newsletter and Social Media)

- Manage Mission 44's website and newsletter, ensuring all content is updated and maintained and is responsive and engaging to the needs of our different audiences
- As required, work with external web developers to drive forward improvements to Mission 44's website, ensuring quality user experience and SEO optimisation
- Use Google Analytics and other monitoring tools to evaluate website performance and inform improvements
- Work with the External Relations Team and Mission 44's partner organisations to build and maintain Mission 44's social media presence through Twitter, Facebook, Instagram, LinkedIn, and other social media networks as appropriate, using data analysis to inform what and how we communicate Mission 44's work on social
- Support the External Relations team with creating and publishing engaging content across all communications platforms, including articles, infographics, videos and publications that bring Mission 44's work to life, ensuring the stories that we tell are in line with our ethical and safeguarding policies
- Monitor social media and flag key developments to team members, using analytics to evaluate social campaigns and inform improvements.
- Project manage the production of video content, and other similar assets, as required.
- Format reports and design graphics and other digital assets.
- Ensure Mission 44's brand identity is consistent across the digital space.

2. Engagement

- Work with Mission 44 colleagues to develop inspiring digital content that specifically engages new and existing supporters across various audiences, including philanthropic donors, private sector companies, trusts and foundations as well as the general public
- Develop short and compelling content that brings to life the work of young people we serve, including content that raises the profile of the Mission 44 Youth Advisory Board
- Work with grants, research and impact colleagues to create content for research

reports that support our advocacy efforts and engagement with a range of stakeholders, including Policymakers, Think Tanks, Academic and Public Institutions and the Charitable Sector.

About you

1. Knowledge and experience

Essential

- Good knowledge of and some experience in managing a website and its content, including basic knowledge of HTML and CSS, experience of WordPress and an understanding of Google Analytics
- Good understanding of Photoshop, InDesign and/or Illustrator to design infographics and other imagery creatively
- Experience of using social media platforms and analytics successfully, with demonstrable experience of creating and posting engaging content on platforms to maximise reach and engagement.

Desirable

- Understanding of public attitude formation and narrative development
- Hands on experience with MS Office and Wordpress
- Knowledge of SEO and web traffic metrics
- Experience working in the non-profit or youth sector but this is not essential

2. Skills

- Excellent verbal and written communication skills with an eye for detail, and the ability to devise and create engaging content
- Excellent time management skills with the ability to work accurately to tight deadlines, meet targets and achieve demonstrable results.
- Excellent digital skills, including use of tools such as Adobe Graphic Suite (InDesign, Photoshop, Premiere), Mailchimp and Canva.
- Strong analytical skills with the ability to interpret complex information and data to create compelling content.

3. *Personal qualities*

To be successful in this role, the candidate will need to:

- Take a proactive and flexible approach and have a positive, 'can-do' attitude.
- Be flexible and creative; you thrive in a dynamic organisation.
- Able to produce high-quality work at pace.
- Be highly collaborative; your default is to work with others to deliver results.
- Be adept at building and maintaining relationships with a wide range of stakeholders.
- Enjoy managing multiple projects on parallel and competing deadlines.
- Able to work independently, displaying strong initiative in solving day-to-day problems with limited direction.
- Be committed to embedding the values of equity, diversity and inclusion in everything that you do.
- Be passionate about supporting and empowering young people from a diverse range of backgrounds to flourish and succeed.
- Able to role model Mission 44's values and bring them to life in all of your work