

JOB DESCRIPTION

Job Title:	Senior Digital Communications Officer – CSA Centre
Directorate:	Centre of expertise on child sexual abuse
Department:	Enabling Service
Reports to:	Assistant Director – Communications – CSA Centre

Line Manager and Budgetary Responsibilities:

Direct reports:	None
Indirect reports:	None
Budget managed:	None

What you can expect in a Senior Digital Communications Officer role at Barnardo's:

General

- Support the implementation of the CSA Centre's communications and digital communications strategies, delivering effective and high-quality digital content.
- Champion digital-first approaches across the CSA Centre, identifying opportunities to improve accessibility, user experience and engagement through online content.
- Support the CSA Centre's transition to modern digital ways of working, including the development, governance and adoption of SharePoint and OneDrive solutions, working with colleagues to improve collaboration, knowledge management and information sharing.
- Work with external web contractors to drive forward improvements to the CSA Centre's website, ensuring quality user experience, accessibility, and SEO optimisation.
- Manage and prioritise competing website and digital communications requests, balancing organisational requirements with user needs and available capacity.
- Provide expert advice to colleagues on digital communications best practice and constructively challenge requests where more effective digital approaches are available.

Website, social media and other digital output

- Develop, design and maintain website content in line with the CSA Centre's communications and digital strategies.
- Lead continual improvement of website SEO performance, working with website contractors and colleagues to implement technical and content recommendations.
- Act as the primary day-to-day contact for website contractors, managing requirements, reviewing outputs and monitoring delivery against agreed objectives.

- Own CMS governance, standards and publishing workflows, ensuring consistency and quality across the website.
- Ensure website content meets accessibility standards and follows best practice for inclusive digital communications.
- Manage social media accounts, developing creative and innovative ways to disseminate material.
- Provide advice and planning support to other members of the CSA Centre team in relation to social media activity and channel performance.
- Support the training of and website-related workflow of other CSA Centre staff members to edit and maintain the website.

Monitoring and evaluation

- Evaluate announcements and launches by producing reports that highlight any success achieved and targets met.
- Use Google Analytics and other monitoring tools to evaluate website performance and inform improvements.
- Monitor and evaluate digital communications and produce quarterly communications reports including analytics, insights and recommendations.

Key Activities:

Website

- Maintain and oversee a programme of website developments, enhancements and content improvements, working with external contractors, tracking progress and ensuring outputs meet agreed specifications.
- Coordinate the development of new material, including writing website copy and designing and creating digital assets, graphics, videos and animations for use across website, social media, email and other communications channels.
- In line with the CSA Centre's digital communications strategy, website governance, and style guide, curate and upload new material onto the website via the CMS (Wordpress / Drupal).
- Gather, assess and prioritise website requirements from colleagues, translating organisational needs into clear briefs for contractors.
- Support teams to redesign publications and resources for digital consumption, reducing reliance on PDFs where appropriate.

Other digital activities

- Support the implementation of SharePoint and OneDrive across the CSA Centre, helping to organise, maintain and improve information and document management processes.
- Work in partnership with the Policy and Communications Assistant on the CSA Centre's social media accounts, scheduling in regular posts, and initiating appropriate connections.
- Create and disseminate monthly newsletters to the CSA Centre's mailing list, analysing audience engagement and recommending improvements.
- Develop new and innovative ways of using digital media to promote the CSA Centre's research, policy and practice activities.

- Design and produce high-quality digital communications assets using Canva and other approved design tools, ensuring consistency with the CSA Centre's brand, accessibility requirements and communications objectives.

Evaluation

- Use analytics, user feedback and performance data (including SEO) to identify trends, opportunities and recommendations for continuous web and social media improvement.

Events

- Provide support to CSA Centre teams to manage, coordinate and evaluate events and conference participation, including support and advice on:
 - The production of event materials (e.g. presentations, programmes, banners)
 - On-the-day activities such as meet and greet, setting up the Centre's stall, IT setup, taking notes, etc.
 - Dealing with invoices, fees and expenses

How you'll work:

- Contribute to and attend team meetings, planning days etc.
- Able to travel to a number of locations across England and Wales on occasion to attend meetings outside normal working hours, staying away from home if necessary.
- Complete other tasks and assume other duties as required to fulfil the purpose of the role.

Who you'll work with:

Internal: Members of CSA Centre Communications and Policy team, CSA Centre Research and Evaluation team, Practice Improvement team, and Support team. Barnardo's staff, including communication teams and digital, data and delivery team (DDaT).

External: Website contractors, event management contractors, digital communications staff in other organisations.

This Job Description outlines the current responsibilities of the role, which may be adjusted in response to departmental needs. The post-holder may be required to undertake additional duties commensurate with the salary and competency requirements of the role as necessary. Line managers are responsible for performance management, absence management, and any other process captured as a part of our policies.

PERSONAL SPECIFICATION

Essential criteria to be marked with an (E).

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Please note: Applicants must demonstrate in their application form that they currently use the skills outlined below or have used them previously in employment, education, training, volunteering etc.

Qualifications & Knowledge

- Detailed knowledge of and expertise in digital communications. (E)
- Technical or professional knowledge of web content management systems (Wordpress / Drupal). (E)
- Good understanding of SEO principles and techniques to improve online visibility and engagement. (E)
- Awareness of the importance of accuracy: quality control and excellent service for internal and external audiences. (E)
- Knowledge of the aims and objectives of the Centre of expertise on child sexual abuse. (E)
- Good understanding of website accessibility standards, inclusive content design and digital publishing best practice.
- Knowledge of children's policy, safeguarding or child sexual abuse (D).
- Understanding of digital-first publishing approaches and content lifecycle management.
- Knowledge of user experience (UX) and user-centred digital content design principles.
- Digital communications qualification.

Experience & Skills

- Experience of supporting website improvements, content developments or digital projects involving external suppliers, developers or agencies.
- Experience of supporting digital change projects, including content migration, SharePoint implementation, document management or knowledge management systems.
- Experience of creating digital communications assets for websites, social media, email marketing and other online channels.
- Experience of supporting the delivery of integrated digital communications strategies.
- Experience of working in a fast-paced team within a high-profile organisation.
- Experience of managing competing stakeholder requirements and influencing decision-making.
- Experience of working with sensitive and/or traumatic material (while the role will not involve any direct exposure to child sexual abuse case material or details of specific cases, the broader topics around child sexual abuse covered in CSA Centre projects could be potentially upsetting)

- Experience of working in a not-for-profit organisation and/or voluntary sector. (D)
- Proven ability to handle sensitive, confidential issues.
- Excellent oral and written communications skills.
- Strong working knowledge of Microsoft 365 collaboration tools, including SharePoint and OneDrive, and ability to train, coach and support colleagues in their effective use.
- Strong visual communications skills, including the ability to use Canva (or equivalent design software) to create accessible and engaging digital assets across multiple channels.
- Proven ability to confidently influence and challenge stakeholders using evidence, insight and best practice.
- Proven ability to assess competing priorities and make informed decisions regarding resource allocation and delivery timescales.
- Ability to interpret digital analytics and turn insight into measurable improvements.
- A clear and in-depth understanding of content management systems.
- A clear and in-depth understanding of social media channels.
- Ability to work independently, taking ownership of outcomes and identifying opportunities for improvement.

Competencies

Team Working:

Working collaboratively and sharing information within and across Barnardo's to contribute to the effective delivery of Barnardo's services. Building and maintaining good working relationships with colleagues to foster team spirit, commitment, and the achievement of shared goals.

Communications Channels:

Enthusiasm for new opportunities presented by website, blogging and social media and a good knowledge of social media monitoring tools. The ability to keep up with the knowledge and adoption of new digital tools and behaviours.

Impact and Influence:

Demonstrating the ability to achieve individual and organisational objectives and targets through the use of effective negotiating and influencing techniques. Intent to persuade, convince and influence others in internal or external environments in order to get support for Barnardo's desired agenda. External environments may include media, politicians, local authorities, corporate clients and professional bodies.

Professional/Business Initiative:

While always referring to the CSA Centre SMT, showing the independence and self-reliance to explore new avenues and approaches in response to, or anticipating the needs of situations without being asked. Thinking ahead of the present to act on future needs and opportunities. Demonstrates curiosity about emerging digital tools, platforms and communications practices, proactively seeking opportunities to develop knowledge and improve performance.

Concern for Accuracy:

Acting to minimise errors and inaccuracies, maintaining high standards of accuracy and correctness in dealing with information and data. Adopting an orderly and precise approach to work paying careful attention to following standard procedures and ways of working.

Our Values & Behaviours

Actively demonstrate Barnardo's Values & Behaviours, and compliance with our EDI Policy and Code of Conduct in all areas of work:

- Respecting the unique worth of every person
- Encouraging people to fulfil their potential
- Working with hope
- Exercising responsible stewardship



Want to find out more?

Simply scan the QR code above
or visit us at barnardos.org.uk

To be completed by the People Team / Pay and Reward Team

Job Title	Senior Digital Communications Officer
Grade	D
Job Family	Enabling Services
Job Type	Established Professional
Compensation Region	Rest of UK

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