

Job Title	Senior Digital Communications Officer
Department	The Queen's Green Canopy (QGC)
Reporting to	Head of Communications, QGC
Salary	£35,000
Location	Remote working in London/ South- East based; travel to events in London and UK nationwide
Essential Purpose of Role	Plan, manage, create and deliver engaging and effective digital content to increase the QGC's presence online.
Contract Type	Fixed Term Contract to June 2022 with the potential to extend to December 2022; full-time; some evenings and weekend attendance at events

JOB DESCRIPTION

Responsibilities

- Work with the Head of Communications to develop effective and creative activities to increase the QGC's presence across digital platforms
- Manage the content on social media channels and website on a day-to-day basis, including planning, creating and editing images and videos of high quality, as well as producing written copy
- Develop interesting and creative ideas for communicating across a range of online audiences, including collaborating with external organisations to maximise campaign engagement
- Create and design digital assets for use across social networking platforms
- Use analytic tools to evaluate impact and digital performance /advise on social media best practice, latest trends and technologies
- Working with the broad network of QGC Partners, Platinum Supporters and Friends to achieve shared digital communications objectives
- Work with the Head of Communications in developing strategies to increase reach and raise the profile of the QGC
- Plan, storyboard, and shoot photos and videos for tree planting events
- Produce engaging and inspiring audio visual content for the QGC for the social channels

PERSON SPECIFICATION

Essential Skills and Abilities

- Educated to degree level, preferably in digital communications or equivalent
- Experience in delivering successful projects, preferably in a high-profile environment
- Demonstrable experience in content creation and producing written material for a range of audiences
- Strong photographic and video editing technical and creative skills
- Proven ability to think creatively to maximise opportunities in the digital landscape
- Genuine enthusiasm for social media engagement and analytic tools to constantly look for trends
- Excellent organisational skills and attention to detail
- Ability to work proactively, with flexibility and to deadlines
- Experience of website CMS WordPress, highly developed IT skills using MS Office suite and digital communication tools
- Confident interpersonal skills, ability to communicate clearly, concisely both verbally and in writing
- Ability to travel to location (London & UK nationwide) for meetings and events as required
- Ability to work occasional evening and weekend events
- A demonstrable commitment to EDI (equality, diversity and inclusion)
- Genuine interest in and commitment to the humanitarian and environmental principles of Cool Earth and the QGC's tree planting campaign

Desirable Skills and Abilities

- Experience of working for a charity or non-profit organisation
- Experience or knowledge of tree planting and environmental projects in the UK
- High level knowledge of website CMS WordPress
- Working knowledge of CRM systems
- Understanding of General Data Protection Regulations