

## CARER SUPPORT WILTSHIRE

### Job Description

<b>Job title:</b>	Digital Engagement Officer
<b>Accountable to:</b>	Digital & Communications Manager
<b>Responsible for:</b>	None
<b>Geographical area:</b>	Wiltshire & Dorset, flexibly based
<b>Hours of work:</b>	37 hours per week Monday to Friday; some evening and weekend work
<b>Pay scale:</b>	£23,953 - £26,446
<b>Contract:</b>	Permanent

### About Carer Support Wiltshire

Carer Support Wiltshire is a registered charity (Charity no: 1092762) that supports all unpaid carers, from five years upwards, in Wiltshire and Dorset. Our aim is to create a society which understands and supports unpaid carers. We operate in Dorset under the name Carer Support Dorset.

We help carers to access services, information, education and training, respite, and breaks from their caring role. We ensure they have a voice that is heard and work with health and social care professionals and employers to raise carer awareness and develop best practice.

We work towards a future where:

- Unpaid carers have better health and well-being.
- Unpaid carers can make choices about their caring role and access the right support and services for the person they care for.
- Unpaid carers needs, their voices and the contribution they make to society are recognised and valued.

### Carer Support Wiltshire's Strategy & Vision

Vision: A society which understands and support unpaid carers.

Mission:

Improving life for all unpaid carers by:

- Listening to and meeting their needs;
- Providing information to give them choices;
- Giving them a voice;
- Influencing and raising awareness of unpaid caring.

Our Values: we are carer-focused, creative, have integrity, we collaborate, and we empower.

## The role

Carer Support Wiltshire has a dynamic fundraising and communications team which has ambitious goals in raising awareness of the charity amongst potential volunteers, the local community and fundraising partners. We are now looking for a Digital Engagement Officer to create compelling fundraising, volunteering and partner content that will inspire our supporters and help maximise opportunities for income generation and volunteering.

This role will work across the communications, fundraising and volunteering teams to develop the key messages, content and activity to enable us to acquire, renew, engage and retain supporters & volunteers. This is a brilliant opportunity for someone with a strong understanding of what makes a good fundraising and volunteering story and the ability to transform this into inspiring content for a range of audiences.

## Main areas of responsibility

The key focus of the role will be:

1. Content and asset creation that conveys the impact and breadth of Carer Support Wiltshire's work in order to develop and deliver on our fundraising and volunteering strategies.
2. Creating tools and activities to communicate effectively with our range of donors to encourage their sustained support and deepen their engagement
3. Creating tools and activities to communicate effectively with our range of volunteers to encourage their sustained support and deepen their engagement
4. Work closely with the rest of the communications team to develop tailored communication plans and content that tells the powerful story of Carer Support Wiltshire
5. Create engaging opportunities to promote income generation to new audiences and donor groups
6. Create engaging opportunities to promote volunteering to new audiences

Responsibilities:

Contributing to Carer Support Wiltshire's supporter and partner engagement activities by:

- Contributing to our content calendar bespoke e-communications for each fundraising stream to support excellent supporter experience and regular engagement with Carer Support Wiltshire
- Collating powerful and engaging case studies to demonstrate Carer Support Wiltshire's impact to funders in line with reporting requirements
- Ensuring appropriate recognition and acknowledgement of funder support is delivered through innovative means, in collaboration with the fundraising team
- In collaboration with the fundraising & communications team, develop impactful content for use in a range of fundraising presentations, proposals and meetings
- Leading on fundraising team initiatives such as Carer Support Wiltshire's Supporter Thank You event

Broadening Carer Support Wiltshire's digital fundraising activities by:

- Developing and publishing written, visual, and audio content for the fundraising pages on Carer Support Wiltshire's websites and associated social media channels including Facebook, Twitter, LinkedIn, Instagram, in collaboration with the communications department
- Supporting the Head of Fundraising & Partnerships on seasonal campaigns and appeals throughout the year
- Working with the Head of Fundraising & Partnerships to monitor and review the performance of existing digital fundraising mechanics and developing new activities where appropriate
- Liaising with the Digital & Communications Manager to monitor and review traffic to and engagement with Carer Support Wiltshire's fundraising website pages and taking steps to increase both

Contributing to Carer Support Wiltshire's volunteering engagement activities by:

- Contributing to our content calendar bespoke e-communications supporting excellent volunteer experience and regular engagement with Carer Support Wiltshire
- Collating powerful and engaging case studies to demonstrate Carer Support Wiltshire's volunteering opportunities
- In collaboration with the volunteering team, develop impactful content for use in a range of volunteer presentations, proposals and meetings

Administration:

- Plan and manage innovative fundraising events and activities, whether physical or digital, such as charity auctions at industry events, world record attempts, challenges, concerts, quizzes
- Contributing to Carer Support Wiltshire's Trustee Annual Report & Impact Reports, in collaboration with the communications team
- Produce updates for Trustee meetings, in liaison with the Head of Fundraising & Partnerships
- Support the fundraising & communication teams with administration as required, updating proposals, presentations, fundraising and communications materials and other documents

## Person Specification

As an employer committed to Equal Opportunities, we will assess applications in line with these criteria that we consider either as being essential or desirable in this role.

Essential:

- Experience of working in communications and/or marketing within or for a fundraising and/or volunteering context
- Experience in designing and testing campaigns and messaging
- Writing for different audiences and using a range of digital, written and multimedia communications
- Confident in technical aspects of digital fundraising and donor acquisition

- An understanding of storytelling that inspires action
- Experience of working with internal and external stakeholders in a collaborative way
- Knowledge of the Industry codes of practice
- Excellent communication and written skills
- Resourceful and creative thinker with initiative
- Ability work under pressure and meet deadlines
- Proficiency in e-mailing systems such as Mailchimp
- Experience of using CRM systems

Desirable:

- Experience of working with Wordpress or similar programmes
- Experience of managing supporter events

Values and behaviours:

- A commitment to Equal Opportunities
- An understanding of, and sympathy with, Carer Support Wiltshire's mission
- Flexibility of approach and ability to work in a team