

Job Title: Digital Communications Officer

Reporting to: Communications Manager

Manages: N/A

Key responsibilities:

The objective of this role is to grow CPP's public audience and profile and support its stakeholder engagement strategy.

Working closely with the Communications Manager, the Events Programme Manager and across the wider team, the post-holder will work towards widening the think tank's digital reach and participation on social media channels by developing and following through a strategy for disseminating innovative multimedia content targeted at CPP's online audiences.

Specific tasks will include:

Strategy development

- Develop a social media and digital strategy as an integrated part of the wider CPP communications and engagement strategy.
- Set goals based on social media and website analytics and overall reporting to increase brand awareness and engagement.
- Design and deliver social media campaigns to advertise CPP's research and events to grow and engage the audience relevant for CPP.
- Analyse and drive cross channel referrals.
- Stay on top of new development and the changing behaviour of our audience and suggest and implement changes accordingly.

Management of communication channels

- Day to day management of CPP's social media channels such as Facebook, Twitter, LinkedIn as well as our Youtube and podcast account hosted on Acast.
- Preparing and analysing of Mailchimp bulletins.
- Manage and facilitate social media communities by responding to social media posts and proactively starting and developing discussions using existing CPP material.
- Manage advertising for events, publication and recruitment on social media (including paid ads)
- Inform other staff about the use of best practice on social media and promote its use within CPP.

Digital content for events and publications

- Produce marketing graphics to promote events.
- Assist with the live webcast and streaming of events.
- Support researchers with the development of social media friendly data visualisation and other digital formats to promote publications (for example gifs).
- Support the production and editing of videos and podcasts.

Reporting & evaluating

- Build audience analysis of CPP's social media presence and suggest possible improvements.
- Build audience analysis for CPP's events based on Eventbrite, Zoom and other relevant CPP data and highlight possible gaps.

Person specification

Essential

- At least 3-5 years experience and proven track record of implementing and maintaining successful digital engagement and campaign strategies
- Experience in event and research marketing
- Understanding of SEO and google analytics and web usability
- Expert level skills of social media channels (Twitter, Facebook, LinkedIn) as well as Youtube, and Mailchimp. Confident in using Eventbrite.
- Confident in using Adobe Creative Suite (Illustrator, InDesign, Audition and Premiere Pro).
- Committed to using their skills to solve socio economic issues and drive forward inclusive growth and aligning their role to CPPs overall objectives.
- Self-starter and a well organised, supportive team player
- A passion for audience development
- Able to work well under pressure and meet deadlines
- Excellent communication and writing skills (but does not have to be a native speaker)
- Creative, visual thinker, innovative and willing to experiment with new formats even when it involves taking risks.

Desirable

- Experience in small start/scale-up team (but does not have to be experience in third sector)
- Experience in a multimedia work environment (editorial or otherwise)