

JOB DESCRIPTION

TITLE: Digital Content Assistant

LOCATION: OMS Head Office Haddenham, Buckinghamshire

HOURS: 9am – 5.30pm, Monday- Friday, 37.5 hours per week

REPORTING TO: Digital Content Manager

Job Summary

Overcoming Multiple Sclerosis is a small, yet rapidly growing and dynamic charity bringing a fresh approach to the multiple sclerosis community in the UK and around the world. Our goal is to reach each and every person with MS in the world, providing them with information on the OMS 7-Step Recovery Program – a thoroughly-researched diet and lifestyle approach that has been shown to benefit people with MS.

Our digital presence is crucial to achieving our mission as well as providing detailed information to support our online community.

As our Digital Content Assistant you will help manifest our digital strategy. By working closely with our Digital Content Manager you will gain invaluable experience by helping to manage, improve and contribute to our global presence within the MS community.

With your natural compassion and empathy, your digital communication will have a profound effect on the lives of every member of our community.

Key responsibilities

- Inputting into a content strategy and plan
- Creating regular content for social media channels such as Facebook, Twitter, Pinterest, YouTube and Instagram
- Helping to grow our social media following and website traffic
- Maintaining OMS website and blogs and growing traffic
- Jointly creating the monthly OMS newsletter
- Collaborating with others to coordinate digital campaigns and activities
- Analytics and reporting for digital channels including email, web and social media

Main Tasks and Duties

This role will involve assisting the Digital Content Manager with the following tasks:

Content planning

- Using planning tools to schedule content (e.g. Hootsuite, Sprout Social)
- Maintaining content planning Trello board accurately
- Proactively monitoring and identifying new and existing trends and opportunities
- Competitor and best practice research
- Collaborating with our Community Management, Fundraising and Events colleagues
- Coming up with new ideas for content

Creating content, for our website, email and social media channels by:

- Resizing and editing photos
- Writing copy and proofreading
- Creating social media assets using design software
- Finding ideas for social media content
- Editing basic video
- Uploading content onto website CMS system
- Basic filming and photography
- Using apps such as 'Regram' to post content
- Live-Tweeting, using Instagram Stories and Facebook Live to create live content
- Using Mailchimp to create emails

Monitoring and evaluation:

- Moderating community forums
- Monitoring social media queries and community management
- Using Facebook Insights, Google Analytics, Mailchimp and other tools to track how well our website, emails and social media posts are performing
- Collaboratively creating the monthly digital report

Personal requirements

Knowledge, abilities and experience

- Strong written communication
- Ability to work effectively unsupervised on your own initiative
- Thorough approach to work and an eye for detail
- Computer literate and confident learning new programs and software
- Comfortable working with numbers
- Have good time management skills and ability to multitask
- Interest in health and wellness including diet, exercise and/or meditation
- Ability to effectively prioritise own workload

Desirable skills and experience:

- Previous experience working or volunteering for a charity
- Previous experience promoting content through social media channels
- Content management system experience (e.g. Wordpress or Squarespace)
- Basic HTML and other technical skills
- Image editing and design skills
- Video editing skills or experience
- Excellent time management and ability to prioritise tasks efficiently
- Ability to work to deadlines
- Strong organisational skills – ability to run a range of simultaneous projects
- Excellent written and oral communication skills

Personality Traits

- Inquisitive and passionate about making a difference
- Ability to work flexibly and collaboratively within a team environment
- Full of ideas and interested in social media and/or blogging
- Self-motivated problem solver
- Ability to communicate both compassionately and effectively
- Ability to deal sensitively with confidential health information
- Ability to remain calm and produce quality work under pressure

Education

- Ideally educated to degree level or equivalent, preferably in Media or Communications or Marketing field

Evidence of reliability

- You will be required to provide employment references demonstrating skills and reliability

Health and Safety at Work Act 1974

- You will be required to be aware of your responsibilities under the Health and Safety at Work Act 1974 to ensure that agreed procedures are carried out and that a safe working environment is maintained for visitors and employees.

Values & Diversity

- You will need to be aware of and uphold the charity's values and take responsibility for modelling these to others within the organization and to the wider community.
- You will need to be aware of the responsibilities placed upon you under equalities legislation and the charity's diversity policies, and ensure they foster an environment in which difference is valued.