###### JOB DESCRIPTION: DIGITAL/COMMUNICATIONS OFFICER, Fertility Network UK

Location: London head office/Homebased (with some travel across UK)

Reports to: Chief Executive

Hours per Week: 35

###### Core Purpose

To create engaging and relevant digital content across various channels, including the website, social media, and print and online marketing materials, and to analyse success of this content according to performance indicators. The digital communications officer will maintain and update the website, monitor social media channels and respond to queries from the press and the fertility community, and use this experience to identify new opportunities in digital outreach. They will lead in the creation and implementation of a digital strategy and also have a key role to play in planning and delivering communications to key groups, such as supporters, volunteers or staff.

###### Key Responsibilities

* Delivering the communications plan to support Fertility Network’s strategic goals of raising awareness of fertility issues and increasing recognition of the charity with the public, media and key influencers.
* Develop a digital strategy to raise awareness of fertility issues and increase recognition of the charity.
* Producing a monthly report on all digital and communications activity.
* Leading on the day-to-day management of the website and providing content to ensure it is engaging, informative and current.
* Managing website development, including content and layout; making improvements to functionality, maximising search engine optimisation and website performance, and monitoring performance to gain the biggest impact.
* Leading on the production and distribution of *Affinity*, the charity’s e-magazine which is published twice a year in electronic and print formats, and leading on the production and distribution of regular digital newsletters, plus contributing to the production of other promotional and information leaflets.
* Leading on the production of visual materials to support communications, campaign and fundraising work.
* Leading on maintaining and updating Fertility Network’s various social media accounts, including Facebook, twitter and Instagram, and measuring success in this area.
* Developing, maintaining and liaising with Fertility Network’s pool of media volunteers, and updating the database of media volunteers.
* Plan and deliver Fertility Week and other media campaigns.
* Respond to press and media enquiries: writing press releases, producing press comments and statements, providing information and acting as a spokesperson.
* Responsibility for ensuring information stored on databases is GDPR compliant, up-to-date and accurate.
* Update the intranet for internal communications purposes.
* Attending events as need, with the potential for occasional overnight stays.

*The above job description is not intended to be an exhaustive list of duties and responsibilities. The post holder will be expected to undertake additional duties as the requirements of the post change. This document will be regularly reviewed by both parties.*