**Digital Communications Officer**

**Hours of work: 15 hours per week – days can be arranged flexibly**

**Salary: £30,000 pro rata (£12,000 for 15 hours)**

**Location: Home-based or based in our London office, with some travel**

**Duration: Fixed term contract ending after 12 months**

**Application deadline: Midnight on 6 December 2020**

**Interviews: w/c 14 December. These will be conducted online.**

Applicant information

**About us – Libraries Connected**[**www.librariesconnected.org.uk**](http://www.librariesconnected.org.uk)

Libraries Connected (formerly called The Society of Chief Librarians) has 20 years of experience as the professional body representing the 177 Heads of Library Services in England, Wales and Northern Ireland. Libraries Connected takes a leading role in the development of public libraries, through sharing best practices, advocating for continuous improvement on behalf of local people, and leading the debate on the future of the public library service.

Our vision is an inclusive, modern, sustainable and high-quality public library service at the heart of every community in the UK. We believe modern public libraries should be the cornerstone of the community and should deliver a diverse spectrum of local needs around information, learning, literacy, employment and digital skills, health, culture and leisure.

Libraries Connected’s role is to:

* **Represent** the public library sector nationally, regionally and locally and to communicate the value of libraries to decision makers and, to a limited extent, to the general public
* **Connect** partners to local libraries, by brokering national partnerships with a wide range of partners around the delivery of services and for the attraction of funds, by working together and making optimal use of resources
* **Improve** the provision of local public library services by developing and disseminating standards of best practice, provide training and development for library staff, facilitating a network of library leaders across the UK
* **Drive** innovation and new thinking around the important role of libraries in a modern society.

**Job title: Digital Communications Officer**

**Job profile**

**Location:** Home-based or based in our Islington office

**Fixed term for 12 months**

**Hours and salary: 15 hours a week at £30,000 pro rata (12,000)**

**Reports to: Marketing and Communications Manager**

**Main purpose: To promote the work of Libraries Connected and to help raise the profile of the work of libraries across the country.**

**Main activities**

To maintain and develop Libraries Connected digital activity and to support the Marketing and Communications Manager in communications planning, PR and events.

**Your role**

* To work with the Communications Manager to develop and manage Libraries Connected’s presence on their website, social media channels and other digital platforms
* To maintain the Libraries Connected website, source, write and edit blog posts and develop content ideas
* To identify where and how to place Libraries Connected content, draft media releases and source stories and case studies from our members
* To develop key performance indicators for social media, website engagement, and newsletter response rates and to provide regular reports on website and social media activity using appropriate analytical tools, including Google Analytics
* To write and edit compelling content targeted to resonate with different audiences, on a range of issues across all digital channels and platforms
* To help with day-to-day operational work, including administrative support and events.

**Key relationships**

* Works with the Marketing and Communications Manager to ensure that all external communications are co-ordinated and consistent
* Works with the Membership Manager on events, to source member news and information and to support internal communications
* Works with the Programme Manager to support partner campaigns and initiatives and promotion of our Universal Library Offers
* Works with our members and key stakeholders, to source blog ideas and case studies and to promote the Universal Library Offers, as required.

**About You: Person specification**

**Experience**

* Using digital communication channels and tools including social media and web techniques and systems to maximise digital engagement
* Developing and executing creative and effective digital communication and campaigns strategies
* Passion for, and experience of, managing and producing a variety of online content and/or digital communications (such as video/audio, infographics, blogs, newsletters and social media posts)
* Copywriting and editing with an ability to adjust tone and content appropriately for the target audience and work within brand and tone of voice guidelines
* Experience of managing social media for an organisation
* Experience with website content management systems and web-based email programs
* Excellent time management and prioritisation skills with an ability to take the initiative
* Excellent administrative skills and attention to detail.

**Knowledge/ Qualifications**

*Essential:*

* Excellent writing skills, for web and social media content, traditional media and supporter newsletters, including proof reading skills
* Good understanding of how to use digital analytical tools to set effective benchmarks, e.g. Google Analytics
* Proficient in MS Office, in particular Word, Excel and PowerPoint.

*Desirable:*

* Knowledge of content creation tools such as Canva and Adobe Spark.

**Behaviours/ Competencies**

* Flexible and able to multitask: Able to work in a fast-paced environment, to prioritise effectively and handle competing responsibilities
* Taking the initiative: Able to self-organise, work independently and efficiently
* Detail orientated: Able to maintain brand and style consistency across all platforms
* Collaborative: Able to work in a team, with excellent interpersonal and communication skills, online and in person
* Willingness to learn: Be open-minded, flexible and eager to gain new skills
* Imaginative and enterprising: Willingness to propose and initiate new ideas, ask for help and take the lead on developing content.

**Circumstances**

* Travel within the UK may be required.
* This role can be home-based or based in our Islington office. The post holder will need to spend some time in the office.
* It is possible to negotiate flexible working across the week.

**How to apply**

Please email your CV and a covering letter (no more than one side of A4), setting out your relevant experience and how you fit the person specification to info@librariesconnected.org.uk by midnight, Sunday 6 December.

**Working Hours:** Standard full-time working hours are 37.5 per week, and a standard work pattern of 9 am to 5.30 pm with an hour for lunch. For this role, flexible working arrangements are possible if agreed in advance, with core hours of 10 am to 12 noon, and 2 pm to 4 pm for full time staff.

**Holidays:** 25 days per year (for full time roles). Libraries Connected reserves the right to nominate up to four days between Christmas Day and New Year’s Day as designated holidays which employees are required to take from their holiday entitlement. Carry over of holiday from one holiday year to the next is only allowed in exceptional circumstances and if agreed well in advance.

**Pension:** Employees will be auto enrolled in an approved pension scheme that is managed under a Pension Master Trust arrangement. Libraries Connected will contribute 5% of qualifying earnings and match employee contributions of 5%.

**Sick Pay:** Arrangements for payment during periods of sickness absence are as follows:

* 0 – 6 months service: Statutory Sick Pay only
* 6 months to 2 years’ service: 4 weeks full pay
* 2 years to 5 years ‘service: 4 weeks full pay and 4 weeks half pay
* More than 5 years’ service: 8 weeks full pay and 8 weeks half pay.