



CONTENT AND DIGITAL OFFICER

DEPARTMENT: MARKETING AND COMMUNICATIONS

REPORTS TO: MARKETING AND COMMUNICATIONS MANAGER

LOCATION: 14 PRIDE POINT DRIVE, PRIDE PARK, DERBY, DE24 8BX

JOB SUMMARY AND MAIN PURPOSE

This wide-ranging role will play a key role in telling the charity's story, engaging supporters and participants and growing our digital presence. The successful candidate will create compelling content, manage our online channels (social media, email and website) and support campaign execution.

KEY RESPONSIBILITIES

CONTENT CREATION

- Write engaging content for blogs, case studies, newsletters, social media, and campaigns.
- Edit and produce visuals and short videos using tools such as Adobe Creative Cloud.
- Gather and share stories from service users, volunteers and staff
- Frequent on-site activation of digital and social activity including photography at sessions and events.
- Support the creation of fundraising and advocacy materials.
- Work with colleagues across Derby County Football Club's Communications department and RamsTV to support the creation of relevant and engaging content for wider football club release.

DIGITAL CHANNEL MANAGEMENT

- Produce and update social media content calendars, incorporating key initiatives, satisfying funding/partnership agreements and diversifying content for different platforms.
- Manage day-to-day activity across social media platforms.
- Maintain and update the website, ensuring content is accurate, accessible and up to date.
- Schedule and send email campaigns.
- Ensure all digital content reflects our brand, tone of voice and values.

KEY RESPONSIBILITIES CONTINUED

ENGAGEMENT & COMMUNITY BUILDING

- Monitor and respond to comments, messages, and enquiries across digital channels.
- Work with fundraising and services teams to amplify their work online.

CAMPAIGN SUPPORT

- Create content for events, fundraising and service campaigns.
- Work with the Marketing & Communications Manager to deliver multi-channel campaign marketing plans.
- Help coordinate digital elements of events such as livestreams.

ANALYTICS & REPORTING

- Track performance across social media, email and website channels.
- Stay up to date with digital trends and recommend new ideas.
- Produce simple reports and insights to help improve content and engagement.

GENERAL RESPONSIBILITIES

- Uphold the charity's values and commitment to inclusion, accessibility and safeguarding.
- Represent the charity professionally at events and meetings.
- Responsible for verifying photo consent and ensuring data GDPR compliance.

GENERAL RESPONSIBILITIES

- Ensuring continuous compliance with the requirements of relevant Health & Safety and Data Protection legislation. It is the duty of every staff member to take reasonable care of their own and other people's health, safety, and welfare, and to report to DCCT any situation which poses a serious or imminent threat to the well-being of themselves or of any other person.
- It is essential that there is a consistent and effective approach to the process of identification and management of risks across the Trust. The escalation of risk within an organisation is a key mechanism for ensuring that risk is managed at the appropriate level by the appropriate individuals. All staff have a duty to ensure compliance with the Trust's Risk Management policies and procedures.
- Demonstrating the impact of DCCT programmes is a key performance indicator for the Trust. Capturing, recording, and analysing data is essential in supporting this. All staff are required to ensure they play their role where applicable.
- The assurance of quality is fundamental for all work undertaken by DCCT and should be implemented by all staff in their work. To that effect DCCT shall: Regularly monitor and measure the quality of its work methods, outputs and outcomes with a view to ensuring high quality standards, best value and continuous improvement.
- To uphold the Trust's Equal Opportunities policies & practices, positively promoting equality of opportunity.

PERSON SPECIFICATION

ESSENTIAL SKILLS & EXPERIENCE

- Demonstrable experience within a business or charity marketing and/or communications role (no minimum experience requested but ability to show past portfolio pieces will be expected at interview stage).
 - Strong communication and storytelling skills, with the ability to adapt tone for different audiences.
 - Experience managing social media channels.
 - Basic video editing and photography skills.
 - Experience updating websites (e.g., WordPress, Wix, Squarespace).
 - Understanding of digital best practice, including accessibility and inclusive language.
 - Ability to analyse digital performance and interpret basic data.
 - Strong organisational skills and ability to manage multiple deadlines.
 - A collaborative, proactive approach and willingness to learn.
 - Understanding of safeguarding and data protection in a digital context.
 - A clean UK driving licence with access to your own vehicle.
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DESIRABLE SKILLS & EXPERIENCE

- A degree in marketing, journalism or equivalent.
- Demonstrable experience within a football, sport, charity or non-profit setting.
- Knowledge of email marketing tools (e.g Brevo, Mailchimp).
- Past experience of using online paid advertising.

This post will be subject to an enhanced DBS check and the requirement for the postholder to hold business use insurance on their personal vehicle.

VALUES

Our values underpin everything we deliver as a charity. The postholder is responsible for role modelling these values and is accountable for their own attitude and behaviour.

We are:

- **Caring** in our approach
- **Collaborative** in our partnerships
- Creating **meaningful** experiences
- Effectively fulfilling **potential**
- Taking **pride** of our work
- **Valued** by our community

EQUALITY, DIVERSITY & INCLUSION

Derby County Community Trust believe our workforce should be as diverse as the communities we serve. We are committed to encouraging equality, diversity & inclusion throughout our workforce, and eliminating unlawful discrimination.

SAFEGUARDING

Derby County Community Trust have a responsibility to promote the welfare of all children, young people, and adults at risk to keep them safe and is committed to working in a way that protects them. The Trust expects all staff and volunteers to share this commitment.

As part of the Trust's commitment to providing a safe environment for children and young people, applicants should be aware that they will be required to apply for an Enhanced Disclosure and Barring Service (DBS) Criminal Record Check (CRC) as part of the recruitment process.

Derby County Community Trust's Job Applicant Privacy Policy can be found [here](#).

