



Digital Communications Officer

Full time, 35 hours per week

Location: London

Reports to the Communications Manager

Starting salary: £30,500

Deadline for applications: 28/03/2024 at 5pm

Digital Communications Officer

Micro Rainbow is the leading UK social enterprise working with LGBTQI people seeking asylum and refugees to enable them to live in safety, with dignity and to rebuild their lives. Our operational teams are based across the UK providing specialist support on: safe housing; navigating the complex asylum system; addressing homelessness and poverty; tackling social isolation and accessing health care, education, and employment.

Micro Rainbow has ambitions not only to meet fully the demand for safe housing of LGBTQI asylum seekers by increasing the number of its safe houses but also to improve their experience by providing a suite of specialist LGBTQI services.

Micro Rainbow is looking for a dynamic, enthusiastic and outgoing Digital Communications Officer to tailor and support the delivery of key messages to key audiences via a range of platforms and mechanisms.

Job summary

This is a role that will support Micro Rainbow's digital content production, especially videos, managing social media channels and producing content for the website. The post holder is responsible for day-to-day channel management, including delivering content according to the content calendar, and producing in-house content when required.

As Digital Communications Officer, you will play a key role in contributing to Micro Rainbow's communications and marketing output. You will contribute to the updating of the website, producing content that is accurate, concise and engages effectively with our key audiences. Working alongside the Communications Manager, you will ensure we share good news stories and message across all platforms but especially TikTok and Instagram and develop and grow awareness of our work and brand.

The post holder reports to the Communication Manager and will also work closely with the fundraising team.

Key responsibilities

1. Create, package, and disseminate a range of multimedia content, including pictures, graphics, infographics and especially videos across Micro Rainbow's communication channels.
2. Ensure all digital content aligns with Micro Rainbow's brand and communication guidelines.
3. Manage and monitor our social media activity to improve engagement, including producing regular channel evaluation reports.
4. In coordination with the Communications Manager, keep the content of the website up to date, ensuring compliance with content and style guide requirements.
5. Support internal communication activities to ensure all staff understand our strategic priorities, our work, and how we do it.
6. Interview beneficiaries and support them to turn their experiences into inspiring stories, and support them to be involved in our communications and campaigns with a trauma informed approach (training provided)
7. Support the Individual Giving Manager on fundraising campaigns and promotion
8. Support the Communications Manager with media enquiries, helping to draft and distribute press releases.
9. Work with the policy team to disseminate policy positions and findings.
10. Undertake research as needed to inform communication activities.
11. Undertake other activities as required by the Communications Manager.

Personal specification (E) essential, (D) desired

Experience

- Experience of creating innovative content for different channels and especially videos (Instagram, LinkedIn, X, Bluesky, TikTok, Facebook, YouTube) and audiences (E)
- Experience in using graphic design software (e.g. Fotor, Canva) and video editing skills (E)
- Experience of deploying content across digital platforms (E)
- Experience using WordPress and web analytics tools (e.g.: GA4) (E)
- Experience working with a range of internal and external stakeholders (E)
- Experience of executing successful digital marketing campaigns (E)
- Experience working with the media (D)
- Experience planning and organising events (D)

- Commitment to include the voice of those with lived experience in all we do (E)

Skills (all the below skills are essential)

- Excellent writing and editing skills
- Attention to detail
- Excellent digital and social media skills with an awareness of analytics and search engine optimisation
- Awareness of marketing techniques and an analytical approach to influence future campaigns
- Ability to:
 - process complex information and ensure suitability for different target audiences
 - plan, prioritise, use own initiative, and meet multiple deadlines
 - be flexible and adapt to shifting priorities
 - use initiative and judgement to identify problems early and propose solutions
 - create and schedule eye-catching social media posts – with a focus on Instagram and Tik Tok
 - create graphic, audio and video content to showcase our services and campaigns
 - get hands-on with digital campaigns by helping to set-up, test and promote online campaign actions
 - Support the planning and delivery of online and in-person events