

Contract Type:	Permanent
Location:	London
Hours:	Full-Time
DBS:	None
Level:	2
Salary:	£31,510 (roles based in London will also receive £3,000 London Weighting Allowance)

Web & Social Media Editor

Purpose of the team

The Digital Communications team sits within the Communications department and is responsible for identifying and delivering effective, timely, relevant and engaging digital communications that prioritise customer needs. This includes website and social media management and development, leading on e-communications, producing high-quality video and providing data-led guidance to colleagues on audience engagement. Our ambition as we develop is to build on the knowledge and insight we have of our key audiences and use our expertise to develop the highest standard of digital communications backed by creativity, data and a strong brand.

Purpose of the role

You'll apply impeccable copywriting skills, brilliant creative ideas, great storytelling and an instinctive grasp of social and web channels to deliver first-class content. You'll be led by our content strategy but will be the authority on how to apply it to our website and social media. You'll look to the outside world for inspiration and engagement opportunities.

You'll be organised and proactive with your content management and ensure that we forward-plan effectively. You'll use your knowledge of web and social analytics to test, iterate and improve our content, delivering measurable improvements and reporting on performance. You'll support the Content & Channel Manager to develop and maintain commissioning processes, upskilling colleagues and using your skills in writing, editing and publishing to ensure smooth delivery of inspirational, engaging content that supports specific activities and communicates our brand.

With a forward-thinking and proactive attitude, you'll seek to grow and develop our website, populating it with top-notch content, managing other content contributions from colleagues and working with our Technology team on future development. You will always look externally for inspiration and to develop new ways for us to use web content, ensuring consistency and coordination with our social media output.

Your responsibilities include:

- Social media management. This includes:
 - Developing creative content that increases engagement and meets our goals in line with our content strategy, audience requirements and brand development
 - Leading business-as-usual posting, moderation and reporting on social channels in line with our content strategy, audience requirements and brand development
 - Maintaining and improving our social media content calendaring and workflows
 - Creating and managing social media plans and content for specific projects and events, and managing real-time social media coverage
 - Upholding our brand styles and setting and maintaining network-specific standards

- Being the in-house expert on social content formats and specifications (eg character limits, image sizes, post formats, hashtag use etc)
- Collaborating with the Digital Producer on creating video and animation for our web and social channels, and managing our YouTube channel
- Developing and maintaining analytics to track our performance against targets
- Collaborating with the Digital Marketing Manager on promoted content
- Being the content lead for our website. This includes:
 - Leading on commissioning, producing, editing and publishing excellent web content to raise awareness of our cause and drive website improvement
 - Upholding our brand styles and setting and maintaining web-specific standards
 - Maintaining and improving our website content calendaring and workflows
 - Working with the Content & Channel Manager to embed new processes around content creation, commissioning and publication
 - Working with the Digital Marketing Manager and others to develop plans and analytics reporting for website performance, goal-setting and A/B testing
 - Proactively liaising with colleagues to understand their requirements for web content that supports their engagement with key audiences
 - Collaborating with the Digital Marketing Manager on search engine optimisation and promoted content

The critical responsibilities of this role are described above. They may be subject to reasonable changes from time to time in line with business needs.

Essential Skills and Experience:

- Copywriting and proofreading, able to adapt tone to meet audience and channel needs
- Experience working with website content management systems, scheduling tools and digital analytics
- Experience commissioning content and working with colleagues on editorial workflows
- A finger on the pulse of pop culture and strong instincts for content trends
- Task management and organisational skills, and experience of running a content calendar
- Outstanding and persuasive communication skills
- A strong team worker with great relationship management skills; able to work across departments
- Strong initiative, confidence and flexibility to deal with unexpected situations or last-minute changes
- Experience of developing and/or managing cross-channel content plans
- Willingness to work some evenings and weekends, staying overnight as required - time off in lieu will be provided

Desirable Skills and Experience:

- Experience of Drupal 8, Google Analytics, Hootsuite, Airtable and Salesforce Social Studio
- Basic practical HTML and CSS knowledge
- Experience of managing external digital agencies and freelancers
- Design skills - experience of creative design work within an organisational brand
- Experience of the Adobe Creative Suite, including InDesign and Photoshop
- Basic photography, filming and photo/video editing skills

All our employees are expected to model our values and help others to do so.

Benefits

Teach First's core benefits include 27 days holiday per annum (3 of which must be taken during the one week holiday shutdown period between Christmas Day and New Year's Day), participation in the pension scheme via Salary Exchange (with an employer contribution of up to 6%), life assurance, income protection and private healthcare. Through our flexible benefits platform access to childcare vouchers, interest free travel season ticket loan, subsidised dental membership, health screening, discounted gym membership, travel insurance, GAYE and the option to buy/sell annual

How to apply

To apply for a vacancy at Teach First you are required to complete an online application form. Please have your CV and covering letter ready to upload. If you are an internal candidate, please apply via your HR Self Service menu after informing your line manager of your interest.

Next steps

We aim to provide feedback to all applications within 10 working days from the closing date. For this role first round interviews are likely to take place on 5th February 2019 with second round interviews on 12th February 2019.