

WEB CONTENT OFFICER **JOB DESCRIPTION**

Appointment: Web Content Officer
Responsible to: Communications Manager
Hours of work: 20 hours per week (12 month contract with potential to extend subject to external funding)
Location: RAF Families Federation Offices, Wittering (flexible/home working considered)

Main purpose of the role

Reporting to the Communications Manager, you will grow and co-ordinate the RAF Families Federation's website to deliver a single community support information portal for all RAF personnel and families.

Role definition

Primary responsibilities

- Source and work closely with the SMEs and stakeholders to create high-quality, fresh, relevant and engaging user-focused content that meets both business objectives and customer needs, increase dwell time and drive engagement.
- Sourcing and loading daily news stories online.
- Publish different forms of content: Written, visual and audio.
- Increase traffic by maximising search engine rankings, link building, content marketing, and creating sticky content.
- Work closely with the Communications Manager (CM), the Communications Assistant and the RAF Association's Web Developer, who is responsible for back-end functionality (including security, architecture, configuration, development and system testing).

Knowledge and experience

- Possess a working understanding of current GDPR, copyright legislation and best practice to ensure all activity is fully compliant.
- Demonstrate a commitment to your own development; take advantage of education and training opportunities and develop your own competence in the digital communication arena and in turn the delivery of the RAF FF's output.
- Maintain a wide-ranging and in-depth knowledge of the RAF FF's work, values and ethos.
- Attend all mandatory training identified.

Communication and relationships

- Ensure all RAF FF web presence promotes current messaging, is clear and accessible and conforms in all respects with tone of voice and brand guidelines.
- Communicate using the highest standard of accuracy, clarity and accessibility, tailoring information to different audiences (using the less is more approach).
- Maintain strong, cooperative working relationships with colleagues throughout the organisation, RAF Leadership and external stakeholders.
- Work collaboratively with other charities (particularly the four main RAF charities) whenever appropriate.
- Participate in and contribute to team meetings.



- Provide advice and support for the RAF FF team to promote the effective use of digital channels.
- Use all opportunities to raise the profile of the RAF Association, RAF FF and its work.

Decision-making and problem-solving

- Anticipate, understand, manage and meet stakeholder expectations through support from the CM.
- Achieve good time management and ability under pressure to prioritise and deliver.
- Ensure that all output complies with data protection, media, intellectual property, consents or other relevant legislation, is honestly conveyed, accurate and fair and that no inaccurate, misleading or distorted information or images are used.
- Work within the RAF Association and RAF FF's policies and procedures

Financial & physical resources

- Liaise with digital suppliers, ensuring cost-effective, high quality service, clear compliance and commitment to our values/goals.
- Liaise with the Office Manager to process requisitions and invoices in line with Finance department requirements.

Information

- Ensure that the RAF FF's CRM system is used as the central data hub for all activity and that all supporter interaction is recorded.
- Ensure that data recorded is up-to-date and comprehensive, and adheres to GDPR and other legislative requirements.
- Respect confidentiality applying to all RAF Association areas.

Physical/mental effort

- Ensure accuracy through sustained concentration and attention to detail.
- Work to inflexible deadlines.
- Constantly strive to improve digital output and meet the needs of stakeholders and audiences.

Working conditions

- Required to cover duties with the CM and Communications Assistant during periods of planned absence and annual leave, as appropriate.
- Required to work longer working days on occasions or weekends (such as team attendance at Families Days) for which overtime is not payable but Time off in Lieu is given.

Health and safety

All employees are required to:

- Comply with health and safety policies, procedures and arrangements for safe working practices.
- Promote a positive health and safety culture with safe working practice.
- Participate in team meetings to keep up to date with health and safety information.
- Discuss any concerns or issues arising from work activities.
- Attend health and safety training as directed.
- Report any significant risks or issues arising from risk assessments and comply with protective and preventative measures identified.
- Ensure that buildings, equipment, goods, substances and vehicles are safely used, maintained and are not damaged.

- Report to managers any faulty equipment, hazards or operational difficulties affecting safe systems of working, personal safety or well-being.
- Record and report any accidents, incidents, near misses and significant events.
- Take care of their own safety and that of others.

Other

This job description outlines the main functions and responsibilities of the post. The post holder may be required to undertake additional duties as required, commensurate with the level of the job.

Training requirements

One of the objectives of the RAF FF is to build an organisation based on quality. Accordingly, there will be an ongoing need to review the training requirements of staff to meet the changing demands of the organisation. Training requirements will be discussed at the review meetings.

Review procedures

There will be an annual review of the post and job contents. In addition there will be an interim review six months after the annual review.

Key performance indicators

Annual key performance indicators will be defined by the Secretary General and trustees. These are cascaded to relevant directors who will inform staff of their own objectives and assess these in an annual appraisal.

WEB CONTENT OFFICER
PERSON SPECIFICATION

	Essential	Desirable
Education/ qualifications	Educated to degree level or equivalent experience in relevant subject areas (digital marketing, communication.)	CIM Digital Diploma in Professional marketing/PR
Knowledge and Experience	<p>Experience of writing and editing digital content and designing or working with digital customer journey maps.</p> <p>Knowledge and experience of: Web CMS (preferably WordPress), administration and hosting and evaluation tools, coding (HTML), SEO, GoogleAnalytics.</p> <p>No legislation they are required to know about?</p>	<p>Knowledge of the work of the Royal Air Force and the RAF Families Federation</p> <p>Experience of filming and editing video content (Adobe Suite)</p>
Communication and Relationships	<p>Experience of providing guidance and advice to colleagues/volunteers.</p> <p>Able to understand the work of the RAF FF within the RAF/military context and to transform this information into engaging communications.</p> <p>Able to communicate at the highest standard of accuracy, fluency, grammar and expression.</p> <p>Able to impart information and key messages clearly, concisely and convincingly.</p> <p>Strong eye for detail, design and layout.</p> <p>Able to anticipate, understand and manage stakeholder expectations.</p> <p>Excellent negotiation skills (diplomatic, persuasive, assertive, flexible) Able to build strong relationships with suppliers, employees and external stakeholders.</p>	
Decision Making and Problem Solving	<p>Good time management skills: able to organise workloads to meet timescales and deadlines.</p> <p>Able to work unsupervised at times, question or seek clarification if needed.</p>	

	<p>Able to spot errors quickly and resolve them.</p> <p>Able to understand a problem or issue (and the factors that influence it) and consider and select constructive and inventive methods to solve it.</p> <p>Able to analyse activity and future trends and committed to seeking ways to improve the efficiency and effectiveness of working practices and processes.</p>	
Information	<p>Able to gather, interpret and present monthly user data clearly and simply and reactively, when required.</p> <p>Able to work accurately with excellent attention to detail.</p> <p>Able to respect confidentiality.</p>	Experience of using Salesforce.
Financial & Physical Resources Responsibility	<p>Experienced in liaising with suppliers.</p>	
Physical/ Mental Effort	<p>Energetic, enthusiastic and confident with a positive attitude and professional and mature approach.</p> <p>Able to work resiliently to meet deadlines.</p> <p>Able to work both independently (unsupervised and on own initiative) and flexibly as part of a team.</p> <p>Able to travel within the UK on occasions.</p>	
Working Conditions	<p>Prepared to occasionally work longer working days or weekend (for Families Days) in which Time off in Lieu is given (no overtime).</p>	