

## JOB DESCRIPTION

**Job title:** Communications and Digital Officer **Reports to:** Communications and Digital Manager

**Contract Type & Hours:** Permanent 35 hours p/w

### Role Summary

The Communications and Digital Officer is responsible for creating high quality, engaging content that drives engagement with beneficiaries, supporters, and fundraising stakeholders. The role involves producing compelling written and video content, including articles, case studies, newsletters, and campaign materials, as well as planning, delivering, and evaluating social media and other campaign activity.

Storytelling is central to Haig Housing's fundraising strategy, helping to raise awareness of the charity's impact and will involve meeting and interviewing beneficiaries to capture and share their stories in a sensitive and engaging way.

The role is key to ensuring the consistent use of the Haig Housing brand across all channels, producing inhouse design work, managing external agencies, and is also responsible for the charity's website and wider online presence. Additional responsibilities include PR and press liaison, writing engaging press releases, internal communications and managing the Haig Housing staff intranet as well as supporting events and visits, providing administrative and marketing support, and producing merchandise and related promotional materials.

### Key Role Outputs

- Creation of engaging online and offline content, including written articles and still/video graphics
- Creation and scheduling of campaigns and measurement and reporting of campaign and channel success to drive improvement
- Responsible for updating and development of the website supporting the rest of the organisation
- Production of both email and print newsletters and other marketing collateral for internal and external stakeholders
- Take a leading role within Communications and Fundraising team in running beneficiary interviews and producing video and written case studies and articles
- Responsible for correct use of Haig Housing's brand, producing quality design work and briefing external agencies where appropriate.
- To arrange and support events and visits where necessary
- Providing general administrative support including databases, accounts, merchandise and other marketing materials.
- Acting as first point of contact for PR enquiries and managing Haig Housing's press activity
- Managing Haig Housing's internal systems including the SharePoint staff intranet providing colleagues with up-to-date news and maintaining accuracy of information held, and the CRM system for beneficiary communications
- Liaison with other Veterans charities to understand and maintain best practice

### Person Specification

	Essential	Desirable
<b>Qualifications/Education</b>		
Degree educated (or equivalent)	X	
<b>ICT Skills</b>		
Computer literate with experience in MS Office 365, Adobe Creative Cloud or Canva, and email marketing systems (e.g. Mailchimp), with excellent administrative, numeracy and literacy skills	X	
Experience of running an operational website using WordPress and analytics systems such as Google Analytics and Microsoft Clarity	X	
Experience of social media campaigns and scheduling systems (such as Hootsuite)	X	
Awareness and ability to follow cyber security and data protection principles	X	
Experience of using SharePoint and managing a staff Intranet site		X

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Ability to use and develop internal CRM systems for beneficiary communications		<b>X</b>
<b>Knowledge &amp; Experience</b>		
Skilled in producing engaging digital (including video) and print content	<b>X</b>	
Experience of managing creative and branding agencies	<b>X</b>	
Experience of PR and press liaison	<b>X</b>	
Experienced in internal comms keeping colleagues informed and updated	<b>X</b>	
Journalism experience – storytelling, writing case studies and articles		<b>X</b>
Awareness of the UK veterans' sector and/or charity sector		<b>X</b>
Fundraising experience		<b>X</b>
<b>Personal Attributes &amp; Skills</b>		
Proven ability to communicate at all levels, in person and digitally, including at Board level and with beneficiaries and confidence in dealing with internal and external stakeholders	<b>X</b>	
Experienced in using data driven insights to analyse what's working and identify improvements and opportunities	<b>X</b>	
Determined, energetic and creative, a problem solver, able to work to tight deadlines	<b>X</b>	
Ability to work effectively both independently and as part of a team	<b>X</b>	
Organised, methodical, and able to prioritise workload	<b>X</b>	
Problem-solving skills with attention to detail	<b>X</b>	
Flexible and adaptable approach to work	<b>X</b>	
<b>Equality, Diversity &amp; Inclusion (EDI)</b>		
Commitment to promoting equality, diversity, and inclusion	<b>X</b>	
Understanding of the importance of inclusive service delivery and fair treatment	<b>X</b>	
Ability to work respectfully with people from diverse backgrounds	<b>X</b>	
Experience of contributing to inclusive practices or initiatives		<b>X</b>
<b>Compliance &amp; Safeguarding</b>		
Understanding of and commitment to, Health and Safety at Work, Data Protection and confidentiality (UK GDPR), Safeguarding (where applicable to the role)	<b>X</b>	
Willingness to undertake mandatory training	<b>X</b>	
Experience of working within compliance or regulatory frameworks		<b>X</b>
<b>Behaviours</b>		
The postholder will be expected to demonstrate behaviours aligned to Haig's values, including: <ul style="list-style-type: none"> <li>• Professionalism, integrity, and accountability</li> <li>• Respect and fairness in all interactions</li> <li>• A positive, solution-focused approach</li> <li>• Willingness to embrace change and new ideas</li> <li>• Commitment to high standards of service delivery</li> </ul>	<b>X</b>	

Please note that you will be expected to provide clear evidence of how you meet the above requirements

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### **Additional Information**

The postholder must be willing to work flexibly in line with service needs

This job description is not exhaustive and may be reviewed in line with service requirements

### **Values Statement**

Haig Housing Trust is committed to delivering high-quality services and expects all staff to work in line with its values, demonstrating professionalism, respect, integrity, and a commitment to continuous improvement.

JD reviewed on Date: \_\_\_\_\_ Next review due \_\_\_\_\_