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| **Job Description** | |
| **Designation for the purposes of this period:** | **Digital Communications Officer** |
| **Reports to:** | Brand and Digital Development Lead |
| **Responsible for:** | n/a |
| **Duration:** | One year initially, with possibility of a further extension |
| **Hours of work:** | 35 hours per week – Monday to Friday 9am to 5pm. |
| **Location:** | The role will be based in in the Sudbury, Suffolk office |
| **Salary:** | £23,690.00 to £25,312.00 PA depending on qualifications and experience |
| **Job Description last reviewed:** | April 2025 |

1. **CONTEXT AND PURPOSE OF ROLE:**
   1. Hourglassis the only UK-wide charity dedicated to calling time on the harm, abuse and exploitation of older people. We support older people experiencing (or at risk of) harm, abuse or exploitation, and work towards safer ageing and a fairer society for all older people.
   2. The Digital Communications Officer will be responsible for delivering the charity’s digital output across social media, the website, e-newsletters and webinar/conference platforms.
   3. The post-holder will work across all teams to interpret and present the charity in new and innovative ways, sharing stories, press articles and blogs using a variety of platforms such as Instagram, Twitter/X, Facebook, YouTube, TikTok, LinkedIn and the charity’s website and Knowledge Bank.
   4. The post-holder will also develop, grow and diversify the audience and demographics of the charity’s digital reach. The role will also help communicate Hourglass’s mission to a range of audiences including supporters, professionals, policymakers and older people and their families putting innovation and understanding first.
   5. The post-holder will also support with online and in person conferences and events, including promotion and marketing of events.
   6. This role requires a flexible and proactive approach to shifting day-to-day priorities, often managing multiple projects at once. Strong internal collaboration and an ability to work fluidly across teams is essential.
2. **MAIN DUTIES AND RESPONSIBILITIES**

2.1 Working with colleagues, develop and maintain Hourglass’s presence across all major social media platforms in line with the digital communications strategy.

2.2 Collaborate with internal teams and external partners to translate core messages into accessible and engaging content, tailored for different digital platforms.

2.3 Create, edit and publish content for social media, the website and e-newsletters, liaising with relevant team members where required.

2.4 Source, edit and repurpose imagery, graphics and video content for digital use, ensuring accessibility and brand alignment.

2.7 Grow and segment the e-newsletter subscriber database, developing tailored lists for fundraising, nation-specific news, events and campaigns.

2.8 Support the analysis and evaluation of digital engagement using tools such as

Google Analytics and platform-specific insights, providing regular reports as required.

* 1. Respond to posts, engagements and enquiries on the charity’s social media

channels.

* 1. Assist with all digital and traditional aspects of marketing for the four nations the charity supports, as and when required and appropriate.

2.11 Monitor developments in digital engagement technology, new tools and approaches, to increase digital engagement.

2.12 Create digital marketing materials within brand guidelines and ensure consistency across platforms.

2.13 Support implementation of SEO and paid digital marketing (e.g. Facebook and Instagram Ads, Google Ads), including testing and reporting on performance.

1. **CAMPAIGNS AND GENERAL**
   1. To contribute to Hourglass campaigns and projects as required.
   2. Ensure the Brand and Digital Development Lead (or relevant line manager) is

kept up to date with accurate performance data across all digital channels.

* 1. To be willing to work alongside volunteers and other temporary staff to ensure the successful initiative outcome.
  2. Monitor relevant media stories and flag those of interest to the DCEO, particularly where they relate to safer ageing, older people’s rights, or abuse.
  3. Provide support with creating and issuing press releases, monitor requests from the media and maintain a comprehensive press mailing list.
  4. To act as a member of the team and carry out any reasonable duties as requested.

1. **CONFIDENTIALITY AND VALUES**
   1. Maintain strict confidentiality at all times, particularly in relation to sensitive service user data, internal communications, and unpublished materials.
   2. Uphold and promote the values, mission and ethos of Hourglass, ensuring that all digital communications and public engagement reflect the charity’s commitment to safer ageing and the protection of older people.
   3. Act in accordance with organisational policies, including those relating to safeguarding, equality and diversity, data protection, and ethical communications.

**PERSON SPECIFICATION**

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| **Essential** | **Desirable** |
| One-year minimum experience in information, communications and social media. | Ability to use own initiative |
| Experience using Mailchimp (or equivalent platform/CMS) | Ability to plan, prioritise and manage projects to tight deadlines. |
| Experience in executing paid for social media campaigns on Facebook, including lead generation and Facebook remarketing ad campaigns | Skilled at developing and maintaining internal and external working relationships |
| Experience in updating website content and using content management systems | Innovative and creative, able to identify and act upon new opportunities |
| Excellent communication skills, including written and verbal | Flexibility and willingness to travel in the UK and to work some unsocial hours |
| Educated to A Level or equivalent with English and Maths GCSE at level 4 or above (or equivalent) | An ability to demonstrate a positive attitude to older people and a demonstrable interest in challenging elder abuse, coupled with an ability to deal appropriately with sensitive issues |
| Thorough knowledge of MS office |  |