**Coventry Irish Society Digital Officer Job Description**

**Part time post £8,000 per-annum hours negotiable depending on qualification and experience.**

1. To create social media content - delivering interesting, relevant and interactive content to encourage engagement with clients, members and other stakeholders of the charity.
2. Contribute to the development and lead on the implementation of the website and social media strategy for the charity.
3. Work collaboratively with the manager to develop and implement effective ways of communicating online to support the charities clients and members.
4. Raise the charity’s profile and develop engagement with our members, older Irish and friends of the charity.
5. Update and maintain the website, managing content and developing new pages.
6. Oversee the content of the charity’s website, working with the manager and others to ensure the content remains up to date, consistent and in line with the charity’s values.
7. publish or update online content.
8. Enhance and expand the website in terms of structure, navigation and content and generate ideas to keep the website looking fresh and dynamic to meet the charity’s objectives.
9. Take responsibility for ensuring the content on the website is creative, innovative and up to date reflecting the charity’s vision and strategy.
10. Posting regular news stories to the website to reflect the success of the charity and liasing with local media as appropriate.
11. Produce a regular online newsletter to be distributed to our members and friends of the charity.
12. Develop an email contacts database to mail shot friends and members of the charity.
13. Provide training and support to clients and members to enable them to engage with online services.
14. Engage and communicate with members, clients and other stakeholders to gain their views and to enable the charity to be inclusive and relevant to the Irish communities needs and interests.
15. Developing a digital campaign to engage potential new members and the wider community.
16. Develop content that will be appealing to a variety of age groups.
17. Generate digital content that could contribute to generating income/funding for the charity.
18. Computer skills
19. Both internal and external stakeholder skills
20. Good written skills and Excellent phone manner
21. Interest in continuous improvement
22. An interest in Irish heritage/culture
23. A role up your sleeves can do attitude