

KONNECT9 WORLDWIDE

ROLE DESCRIPTION FOR ONLINE COMMUNICATIONS ASSISTANT

Job Title: Online Communications Assistant (OCA) – temporary for 6 months – (funded through FJF)

Responsible to:

Purpose of Job: The OCA will support the Online Communications Coordinator with the online promotion and marketing of Konnect9's new scheme, Giving World Online (GWO).

Salary: £4.83 per hour for age 18-21 or £5.80 per hour for age 22 plus.

Hours of work: Part time - 25 hours per week

Core hours: To be agreed

Contractual status Fixed term contract for period:

Duties and Responsibilities:

1. Social media

- Under the supervision of senior management, assist in the development and implementation of an engagement strategy to advance the GWO brand across the web
- Identify appropriate social media forums (e.g. Facebook, Twitter and others); create and disseminate daily content of GWO news and messaging across these forums to continually reach, engage and bind target audiences and other supporters
- Ensure the timely promotion of GWO's successes and achievements
- Track social media discussions of GWO via Google newsfeed (and other tools) and develop relationships with bloggers and others in the social media space who are engaged with GWO issues and ideas
- Enhance GWO's online presence with creative and innovative awareness raising and fundraising campaigns, news, content etc, engaging with and recruiting new online bloggers, ambassadors, supporters and volunteers, generating an active and passionate online GWO community to create a GWO 'buzz'
- Working closely with the GWO team, create and generate a regular e-newsletter (and other e-alerts when required); track newsletter statistics; identify trends and assess how to better engage users

2. Monitoring

- Monitor the GWO site to ensure best-practice search engine optimisation (SEO), including maximising the benefits of appropriate keywords and inbound links
- Track GWO website traffic via Google Analytics to identify trends in site usage and visitor statistics
- Develop an “online viewer” profile and assess how to better engage users and transform ‘visitors’ into users
- Where appropriate, manage Google Adwords and other online advertising
- In conjunction with management and the GWO team, identify and recommend new web features and content; develop and maintain new interfaces and features for users/visitors to keep the site fresh
- Maintain an organised database of all online interactions, news releases, feeds, social forums etc
- Screen GWO’s online presence, ensuring all online content is appropriate and reflects the ethics and values of the organisation
- Monitor and report to management on online coverage for GWO

3. Events

- Support the GWO team in organising GWO events.

4. General responsibilities

- Promote GWO among stakeholder groups e.g. corporate sector, third sector and public sector bodies
- Participate, where appropriate, in networking activities to engage with potential partners and supporters
- Produce reports as required
- Attend staff meetings
- General research to support GWO activities
- Act as a responsible member of the GWO team and carry out any reasonable duties as requested by management
- Actively work with team colleagues to support the delivery and maintenance of a quality, consistent, ethical and value based service
- Be an ambassador for the vision of GWO, both internally and externally, communicating and promoting the vision and direction of the organisation with passion

March 2010

PERSON SPECIFICATION

Good written and oral communication skills	Desirable
A broad understanding of the internet, online communications and social media	Essential
Ability or willingness to learn to use new media technologies to communicate: updating websites via CMS, Twitter, YouTube, Blogs, SMS campaigning	Essential
Ability to work as part of a team	Essential
Computer literate and competent with Microsoft Office packages – Word, Excel, Powerpoint, Database management etc	Essential
Self-organised, motivated and ability to work independently and to deadlines	Desirable
Understanding of cultural differences, equal opportunities and diversity	Essential