

JOB DESCRIPTION

Position:	Digital Communications Manager
Responsible to:	Head of Campaigns and Communications
Responsible for:	Social Media Officer
Works With:	All internal departments, supporters, contractors
Location:	Hybrid working – office (Godalming) and home

Overview:

The League Against Cruel Sports lobbies government at the highest level on animal welfare, and in particular ensuring animals are not persecuted through blood sports. As our Digital Communications Manager you will formalise and expand our suite of digital channels, and ensure we are maximising every opportunity available to us to reach our target audiences. You will play a pivotal role in re-shaping our communications delivery and will be on point to help us achieve real legislative change that will protect animals forever.

You will be a forward-thinking and creative individual who understands the changing media landscape and the opportunities digital communications present in helping the League achieve earned communications in such an environment. Not only that, but you will enable us to pivot towards new opportunities as consumer trends change and be at the forefront of best practice in the sector.

The League Against Cruel Sports is Britain's leading charity working towards a kinder society where persecuting animals for 'sport' is in the past.

Redefining what is acceptable and inspiring change, we were instrumental in helping bring about the landmark Hunting Act 2004. Driven by compassion and empowered by knowledge, we manage sanctuaries to protect wildlife, carry out investigations to expose law-breaking and cruelty to animals, and campaign for stronger animal protection laws and penalties.

United, we will end animal cruelty in the name of 'sport'.

Purpose of Job:

- To work closely with the wider communications team to plan digitally-led integrated communications plans that assist in delivering the League's strategic objectives
- To review and provide feedback on campaign performance internally, and provide lessons-learned recommendations based on that data for future work
- To assist the League in being on the front foot in a changing media and communications landscape in order to maximise opportunities for us to position our work in front of target audiences and become known as a leading voice in animal welfare

JOB DESCRIPTION

Principal Responsibilities:

Strategy

- Develop high profile and impactful digital-first communications campaigns that support organisational objectives,
- Work alongside colleagues in the communications team to lead PESO-based strategies that maximise opportunities to reach our target audiences and stakeholders across a variety of channels and platforms
- Keep up to date with new opportunities to reach audiences
- Present data-led research and lessons learned to help the League deliver continued best-in-class communications
- Live and breathe the League's aims – to be creative, compassionate, courageous, collaborative and credible – in your planning and delivery

Delivery

- Lead on the delivery of high-profile communications programmes
- Work alongside the senior social engagement officer and in-house design staff to create engaging and compelling content that also assists the senior communications officer their role
- Ensure League activities and events are promoted fully and covered across social platforms
- Overseeing the management of social media channels and creating engaging content
- Be responsible producing the League's podcast, the Leaguecast
- Work with the website manager to ensure web pages are optimised for SEO and up-to-date

Line Management

- Line management of one direct report
- Provide coaching and leadership
- As a people manager you will plan, inspire, and role model leadership behaviours through day-to-day management, one to ones and appraisals

Other

- Share expertise and knowledge within the wider League
- Work in line with company policies and processes, in particular health and safety and information security
- Any other duties that are reasonably asked of you

Skills/Knowledge	Essential	Desirable
Professional and Technical Qualifications	<ul style="list-style-type: none"> ▪ Three years' experience in a digital communications role either in the charity or business sector 	<ul style="list-style-type: none"> ▪ A degree in communications, public relations, journalism or similar field

JOB DESCRIPTION

<p>Experience and Knowledge</p>	<ul style="list-style-type: none"> ▪ Experience of using different digitally-led techniques to communicate with a wide audience and range of stakeholders ▪ Experience of implementing integrated communications strategies from research to review ▪ In depth knowledge of analytics tools for social media ▪ Capability in creating engaging content tailored to online audiences ▪ Experience of Google Ads, or managing Google grants within Google Ads 	<ul style="list-style-type: none"> ▪ Experience of designing integrated communications strategies ▪ Experience in line management ▪ Experience of working in a campaigning organisation
<p>Skills and Competencies</p>	<ul style="list-style-type: none"> ▪ Highly organised, with the ability to work on multiple projects at once, prioritising workload ▪ Ability to create compelling communications outputs in a fast-paced environment ▪ Strategic, and able to oversee large projects ▪ An excellent writer and editor, with good spelling and grammar and the ability to adapt to house styles ▪ Able to research, collate and summarise information from different sources ▪ Logical and analytical, with an ability to spot opportunities to further enhance our communications techniques ▪ Able to communicate confidently and clearly with a variety of stakeholders ▪ Ability to work both reactively and proactively. 	<ul style="list-style-type: none"> ▪ Video editing

JOB DESCRIPTION

Personal Characteristics

1. A genuine empathy and compassion for animals and commitment to the objectives and purpose of the League.
2. An understanding of and commitment to the values of accountability, openness and diversity.
3. Excellent interpersonal skills to be able to talk to anyone in a diplomatic yet inspiring way. A credible, approachable person that is authoritative and can build rapport and support for the League where it is needed.
4. The ability to work in challenging environments with resilience and manages challenges in an emotionally mature way.
5. The ability to drive forward change and adapt your response accordingly to changing needs and circumstances.
6. Mental stamina in order to manage a significant range of stakeholders. This means putting in the hours at times. It requires the ability to handle the pressure associated with accommodating the differing needs of stakeholders.

Acknowledgement

I acknowledge receipt of this job description. I confirm that I have read, understood and accept the requirements of this role.

Signed by the employee:

Printed name:

Date: