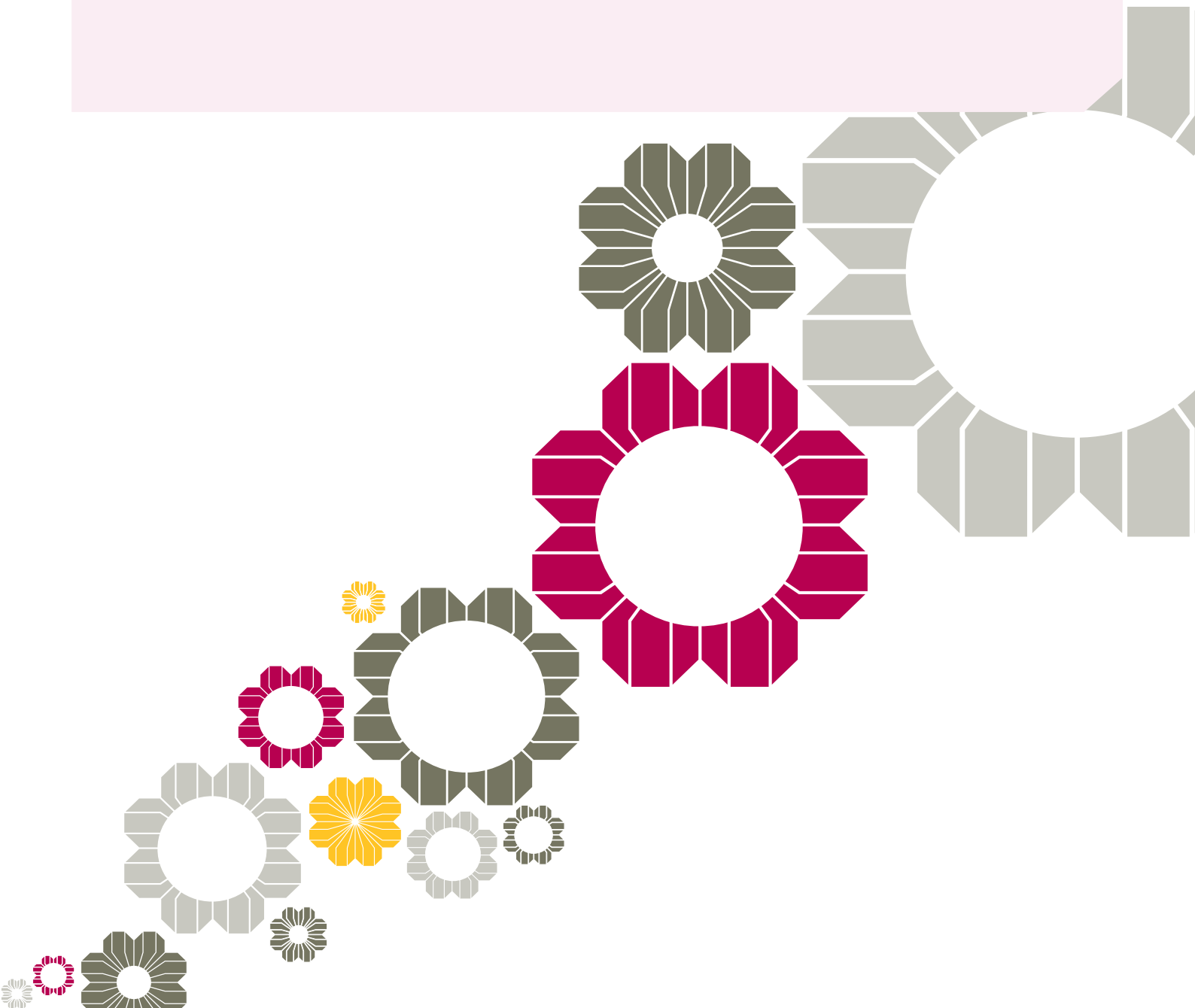


JOB SPECIFICATION

DIGITAL OFFICER

SEPTEMBER 2017



DIGITAL OFFICER

SALARY

£30-£35k

LOCATION

London, EC4

RESPONSIBLE TO

Head of Communications

CONTRACT TYPE

Full time, Permanent

About Big Society Capital

Big Society Capital's aim is to improve the lives of people in the UK by connecting social investment to charities and social enterprises.

We engage with investors, fund managers, charities and social enterprises to make it easier to use social investment. With our co-investors, we have made over £1bn of new capital available to charities and social enterprises through investments into fund managers and social banks. We have a special focus on: providing homes for people in need; supporting communities to improve lives; and early action to prevent problems.

Key purpose of role

The Digital Officer will be based in the communications team, but will work collaboratively across the organisation to help us build high quality digital engagement across a range of channels.

Key responsibilities

This will be a varied role, delivering across a range of digital channels. Key areas will include:

- Driving engagement through social media channels
- Digital content creation and curation including blogs, podcasts, webinars, videos and infographics
- Content management for the Big Society Capital website
- Management of mass email channels
- Mapping digital channels for campaign reach and influencing
- Developing creative approaches to engage with varying audiences from financial advisers to charities.
- Reviewing financial promotions and ensuring compliance with regulations
- Building relationships with digital colleagues in other organisations across the financial and social sector.



DIGITAL OFFICER

Experience

ESSENTIAL

- 2+ years relevant experience
- Digital native with demonstrable interest in the latest digital developments
- Experience of financial services
- Creative flair
- Strong writing skills, with attention to detail
- Collegial, team player
- Commitment to supporting positive social impact in the UK

DESIRABLE

- Experience and competency in:
 - open source CMS such as Drupal
 - email marketing software such as Mailchimp
 - video/sound editing
 - design packages including InDesign and Photoshop

Our values

Rigorous

We take a rigorous approach in all we do. We expect the highest standards and continually strive for excellence.

Respectful

We are genuine in both our approach and aspiration. We value each member of our team and our partners for what they bring.

Purposeful

We are passionate and energetic in our work to bring about our long-term vision of a thriving social investment market that enables positive social impact.

Pioneering Spirit

We give our team the autonomy and flexibility to be entrepreneurial and creative. We have the courage to push boundaries and have a restless drive for change

Openness

We listen, learn, experiment and collaborate. And we are adaptive and flexible in responding to what we learn.

How to apply

Application is by covering letter (max 2 pages) and CV clearly stating where you saw the advert, sent to:
jobs@bigsocietycapital.com

Closing date for applications:
09:00 on Wednesday 11th October 2017

All applicants must have existing Right to Work in the UK

Big Society Capital is an equal opportunities employer

