

Digital Engagement Coordinator

Job description and person specification



BACKGROUND

FRAME is a charity working tirelessly to end laboratory animal use in biomedical research, drug development and testing. We have been around for 50 years, contributing significantly to eliminating animal testing in a range of areas.

We know that real, lasting change takes time and although it might take another 50 to achieve our mission – every day, week, month, and year brings us closer to our goal. You could help to move us forward by helping to create a digital voice for FRAME.

JOB DESCRIPTION

Reports to: Fundraising Manager

Salary: up to £25k (or part-time equivalent for part-time hours) depending on experience. If hired as an Apprentice you will receive the UK Real Living Wage.

Hours: Full-time or part-time. Hours and start date can be arranged flexibly by discussion

Location: Homeworking

Contract: 2-year contract

Closing date: 10 October 2021

Interviews: 13 or 19 October 2021 (Dates and times will be discussed with successful candidates)

We are looking for an enthusiastic, confident, and creative individual to join our small team to lead on digital engagement. Ideally you will have an interest in both science and animals but most importantly we are looking for someone willing to learn and share their own thoughts to help take our digital communications to the next level.

This role will work closely with the Fundraising Manager, Education & Outreach Manager, and our Marketing consultants V Formation to create and deliver engaging communications across a wide range of digital channels to inform, influence and involve both existing and potential audiences with the work of FRAME.

This role will deliver content across our social media channels, website, and e-communications to raise the profile of FRAME, support fundraising activities and communicate our work.

This is a new role within FRAME and so we welcome applications from a range of backgrounds and experience levels. This includes those completely new to the job market, someone interested in an apprenticeship position or someone with some experience in digital marketing or fundraising. We are happy to discuss responsibilities and tailor them to the right candidate for the role. We are also open to appointing someone as an Apprentice, developing your skills through education and on the job experience. If you would like to discuss any aspect of the role and whether it is the right fit for you, please contact Catriona Sinclair at catriona@frame.org.uk

KEY OBJECTIVES

- Work with a range of colleagues at FRAME and V-Formation to develop an effective digital engagement strategy for FRAME that helps us communicate to our various audiences.
- Administer and contribute time-sensitive content to a variety of digital platforms. Currently this includes Mailchimp, our website, LinkedIn, Twitter, Facebook, and Instagram.
- Develop new content in the form of short copy/comment, video, audio, and visuals to share.
- Keep up to date with all relevant news stories, events, awareness days etc. to ensure FRAME is a leading communicator of information on alternative non-animal methods, the 3RS and human-centered scientific and medical research.
- Be an ambassador for FRAME promoting the vision, aims and objectives of charity

For a more experienced candidate we would also include the following objectives:

- Lead the creation of a Digital communication strategy for FRAME
- use analytics and testing strategies to help optimise the FRAME website, particularly for fundraising conversions and SEO, as well as for a positive supporter experience.
- Support the Fundraising Manager in applying for a Google ad grant and lead on the management of this grant if we are successful.

This is an indicator of the main objectives of the role which can be discussed and adapted for the right candidate, it is not an exhaustive list of responsibilities.

ABOUT US

We offer great support, guidance, and supervision both from your direct supervisor and from the wider team. We are also open to an early career or apprenticeship appointment and helping you in gain relevant digital communications and fundraising qualifications.

This is an opportunity to develop skills working as part of a dispersed team (FRAME's team are all homeworkers), grow your knowledge of the charity sector, and deliver results in a real world setting that will enhance your CV.

We offer flexible, home-based working in an extremely supportive environment and are happy to discuss reasonable accommodations to help you succeed in your role.

We are committed to Diversity and Inclusion and welcome applications from people of all backgrounds.

PERSON SPECIFICATION

The statements in **purple** represent our expectations of an experienced candidate. We welcome applications from people with a range of skills and experiences. If you have any questions about the person specification, please contact Catriona Sinclair at catriona@frame.org.uk

Qualifications	Essential	Desirable
Evidence of literacy skills relevant to the role	X	
Qualification in a relevant area such as a science, science communication, or digital marketing		X
Experience or Knowledge of	Essential	Desirable
Using a range of social media platforms effectively	X	
Creating video, podcasts and infographics		X
Understanding of relevant software such as Adobe Creative Suite and Canva		X
Creating engaging digital journeys with multiple channels e.g. social media, email, website		X
Applying for and/or managing Google ad grants		X
Testing digital campaigns to enhance performance		X
Posting on behalf of an organisation or individual in a professional setting - desirable		X
Understanding of online and database research tools to find relevant content		X
Understanding of using a database for analysis, preferably within a charity setting		X
Use of online collaborative and meeting software (preferably Office 365 and Teams)		X
Personal characteristics that we are looking for in this role		
Strong affinity with FRAME's mission and values		
Ability to think creatively about how to communicate with a diverse range of audiences		
Interest in science communication and scientific research, in particular biology and life sciences		
Confident, effective communicator		
Ability to accept constructive feedback and eager for development		
Confidence to engage with a range of audiences and voices online		
Highly IT literate		
Self-motivated		
Friendly, engaging, and professional manner		
Ability to work collaboratively in a small team		

TO APPLY

Please visit <https://hr.breathehr.com/recruitment/vacancies/18802?identifier=frame1> and upload a copy of your CV as well as a statement answering the following questions:

1. Why do you think the development of non-animal research methods is important? (300 words)
2. Tell us about an engaging piece of digital content you have seen (doesn't have to be from a charity) and why you liked it? (300 words)
3. What skills are you most looking forward to developing in this role and why? (300 words)

Thank you for your interest in working for FRAME!