



## Job and person specification - Digital Engagement Officer

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Department: Engagement and Income

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Location: London

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Reporting to: Head of Brand and Engagement

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Responsible for: n/a

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### Job summary – the big picture

Supports the development of and responsible for the delivery of CPRE's digital communications to grow support for our work among external audiences - engaging, educating and inspiring them to be part of our movement.

### Key relationships – who you will be working with

- Internally – colleagues across departments and within own Brand and Engagement team
- Networks – CPRE local group staff and volunteers
- External - stakeholders including suppliers, external consultants, agencies and other organisations

### Important areas of responsibility – what you will be doing day-to-day

- Work with colleagues to implement new and engaging digital communications and marketing strategies that support organisational objectives and attract and engage broader audiences
- Identify and implement tactics to increase the reach of our online communications and social media channels
- Work with content and publications team and the broader Network to create and edit fresh, creative content for social media channels and ad hoc publications
- Develop social media channels to increase brand awareness and campaigning capability and grow CPRE's supporter base
- Work with the income generation team to develop and deliver successful online fundraising and lead generation awareness campaigns using social media
- Monitor and report on the performance of digital communications strategies
- Role model CPRE's values and behaviours
- Proactive responsibility for own development through learning, networking, self-appraisal and other opportunities for growth



- Support Team colleagues as so directed and help support other teams as so requested

## Selection criteria – what you need to do the job

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1. 2+ years' experience in a Communications and/or Digital Marketing role on either agency or client side, preferably in the charity sector.
2. Experience of diversifying audiences. An understanding of diversity in relation to publicity and communications.
3. Experience of website, email and social media platforms - to maintain, update and generate content.
4. Knowledge of best practice within the charity sector generally and particularly changes to communications innovation, legislation and codes of practice, including data protection.
5. Excellent written communication skills to write strong and engaging copy for diverse target audiences and to work within and to promote CPREs tone of voice and brand guidelines.
6. Good IT skills and ability to use Word, Excel and PowerPoint, website CMS and social media platforms effectively.
7. Interest in and/or knowledge of countryside and environmental campaigning and engagement activity.
8. Excellent project and time management skills and confidence to work proactively and independently; including swiftly responding to ad-hoc opportunities that might arise.
9. Ability to reflect and learn from experience to improve performance and to respond positively to constructive feedback, both individually and within the Brand and Engagement team.
10. Team player but ability to work under own initiative.



The  
countryside  
charity

How you will be supported – by CPRE and others

- Your line manager will meet you regularly to ensure you have the support you need day-to-day and more broadly throughout the year. They will set clear tasks and provide you with the information and support you need to complete them.
- Your line manager will take responsibility for your development through learning, networking, appraisal and other opportunities for growth.