

Local Trust
trusting
local
people

Social media and digital officer

September 2024

How to apply

Dear applicant,

Thank you very much for your interest in this post. On the following pages, you will find details of the role and the selection process to assist you in completing your application.

To apply, you should submit:

- An up-to-date CV which shows your full career history. We recommend that this is no longer than two pages.
- A supporting statement, with your name at the top of each page, explaining why you are interested in this role, and how you fulfil the person specification. Each section of the person spec should be addressed under clear headings. We recommend that this is no longer than two pages.

Please note that applications can only be considered if both a CV and supporting statement is submitted. Please send your application by email to recruitment@localtrust.org.uk

The deadline for applications is 23:59 on 06 Sunday October and suitable candidates will be invited for an interview in the week commencing the week of Monday 14 October.

Due to the number of applications received, we are only able to offer feedback to applicants who attend interview stage.

Good luck!

Kind regards



Alexandra Askew

Head of People, Governance and Resources

Welcome to Local Trust

Local Trust was established in 2012 to deliver Big Local, a National Lottery Community Fund programme which committed £1m to 150 local areas in England, with delivery set to end in 2027.

Big Local is one of the most radical and exciting grant programmes ever launched by a major lottery funder. Between 2010 and 2012, the National Lottery Community Fund identified 150 areas that had historically missed out on lottery and other funding. Each of those areas was allocated £1m of Big Local funding. This could be spent in any way they chose, provided residents organised themselves locally to plan and manage that funding, involving the wider community in the decision-making process.



The programme was designed not just to provide funding for projects, but to do so in a way that would build community capacity, confidence and skills in the longer term. To accomplish this, Big Local is bottom-up and community-led; there are no top-down targets or centrally imposed delivery models. The rules, constraints and priorities that define Big Local have been for local people to decide. The timeframe extends over fifteen years, allowing communities to take their time, build confidence and skills, make decisions and deliver change, without the usual pressures to meet end-of-year spend targets or other arbitrary, bureaucratic deadlines.

To secure the funding, resident-led partnerships of local volunteers work together to form a common vision for their area and agree priorities, in order to make a difference to the things that matter most to their community. The outcomes set for Big Local at its outset were deliberately broad to provide maximum scope for communities to set their own priorities, and were as follows:

- Communities will be better able to identify local needs and take action in response to them.
- People will have increased skills and confidence, so that they continue to identify and respond to needs in the future.
- The community will make a difference to the needs it prioritises.
- People will feel that their area is an even better place to live.

To help them make the most of their opportunity, residents involved in Big Local are supported in developing and delivering their plans by an extensive programme of training, networking and light-touch, on-the-ground support provided by Local Trust and its partners.

Welcome to Local Trust

With just over two years left to deliver, Local Trust is a dynamic organisation where you could have a substantial impact, helping to influence positive changes in policy and practice for the benefit of communities that consider themselves 'left behind' or forgotten.

You will be joining a team of enthusiastic and supportive professionals, who care about their work. It's a great atmosphere as there is a genuine buzz and momentum about what we are doing. You will get to see the impact that Local Trust is making on the ground, as well as the extent to which our ideas and learning are influencing policy and practice nationally.

We have put together this pack to give you a stronger sense of who we are and you can find out more at www.localtrust.org.uk.

Best of luck with your application.

Matt Leach
Chief Executive



About Big Local

Big Local is an exciting opportunity for residents in 150 areas around England to make a massive and lasting positive difference to their communities between 2012 and 2027. These are areas that have significant challenges to overcome and are places that are likely to have missed out on funding previously. Big Local brings together all the local talent, ambitions, skills and energy from individuals, groups and organisations who want to make their area an even better place to live.

Underlying this is a belief that residents have a capacity and desire to drive change. That they can achieve lasting and positive results when supported by those they trust and respect; and that this can build skills; confidence; networks; relationships; and expertise in each community. Residents identify what matters most to them, and can then take action to change things for the better.

Local Trust will distribute more than £1m to each of 150 Big Local areas over its fifteen-year lifespan. We commit our money at the outset, and then support local residents to develop their own plans to spend the funding in ways that they collectively agree will improve their local area and the lives of those living there.

We are supported in delivering the programme by a network of local “reps” who provide light touch on the ground support to our areas to help them deliver.

Because we are in it for the long term – our funding commitment runs through to 2026-27 – it provides time for areas to develop their confidence and capacity, moving from small initiatives to more ambitious projects, often leveraging in significant external funds.

But we don't just provide funding. As the largest and most broad-based place-based funding programme in the UK, we also look to share the evidence and learning from our work.

Over the remaining years, we will be investing significantly in events, research, publications and public engagement that contribute towards setting a new agenda around deprived communities.



Local Trust is registered as a charity (number 1147511) and as a company (number 7833396). Big Local Trust is registered as a charity (number 1145916)

Our staff structure

About the communications team

We're a highly motivated team and pride ourselves on excellent cross-team working, creative thinking and strong strategic understanding. Local Trust is a fast-paced organisation which embraces new ideas, so every team member needs to be adaptable and efficient. Suggestions for improvements are encouraged and welcomed – we love to sharpen our practice!

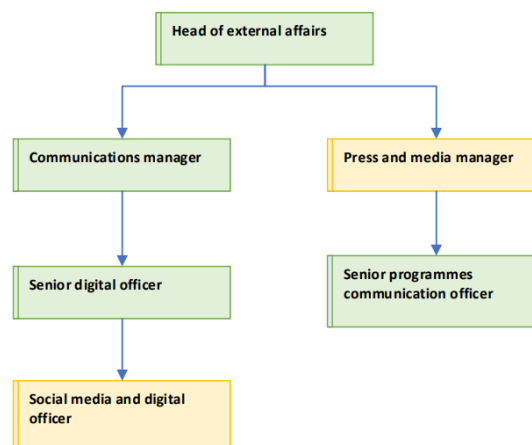
Our priorities are now focused on communicating the legacy and success of our work, we're working closely with colleagues in the policy, research and delivery teams to drive change. Together, we're delivering communications to support Big Local areas and to capture learning from the programme, to secure its reputation for excellence.

About the role

To provide essential, day-to-day digital and platform management support to Local Trust, including on our website, email, CRM and digital asset management systems, providing training and guidance to colleagues across the organisation and supporting the senior digital officer to design and deliver impactful, user-focused digital development projects. To take responsibility for posting on all public-facing social media channels of content developed by colleagues across the directorate.

As well as being brilliant at building relationships, you'll be skilled at developing engaging content, managing relationships with external agencies, freelancers and suppliers; and ensuring our programme communications are creative, inspiring and have the greatest possible impact.

If this sounds like the opportunity for you, please get in touch!



Our staff structure

Most of the Local Trust team is based in our offices in Canopi, 7-14 Great Dover Street, close to London Bridge and Borough stations. But we are moving to exciting new offices in November which is closer to Tower Bridge.

We also have a number of staff based across the country in various locations and currently operate a hybrid approach to office-working where office-based staff spend two to three days in the office.

We are supported in delivering the programme by a network of local area coordinators who provide light touch, on the ground support to our areas to help them deliver.

Please note the following staff structure has recently been revised and may change as Local Trust develops over time to reflect our business needs.

This post is in the highlighted box.

Click [here](#) for more information about our teams.



Our values

Having the right experience, skills and knowledge as defined in the person specification is important; but so too is how you go about your work. As an organisation, we constantly challenge ourselves to be:

- *Responsive and engaged* – constantly seeking to improve the way we work to ensure we are providing Big Local partnerships with access to the support and assistance they need to achieve their ambitions.
- *Outward looking and partnership oriented*, prioritising building new collaborations and partnerships – both nationally and locally.
- *Focused on the future* – putting Big Local in context, and ensuring there is a Big Local legacy, both for areas and for the programme as a whole.
- *Proactive, questioning and challenging* – of both ourselves and Big Local areas, gathering evidence, evaluating approaches and learning from everything we do.
- *Influential, connected and informed* – valuing insight and analysis and actively informing and influencing wider debates on the future of communities.



Job description

Job title	Digital and social media officer
Accountable to	Senior digital officer
Duration	Fixed term contract (September 2026)
Salary	£32,000 - £36,000 depending on skills and experience

Purpose of the role

To provide essential, day-to-day digital and platform management support to Local Trust, including on our website, email, CRM and digital asset management systems, providing training and guidance to colleagues across the organisation and supporting the senior digital officer to design and deliver impactful, user-focused digital development projects. To take responsibility for posting on all public-facing social media channels of content developed by colleagues across the directorate.

Job description (key duties)

1. Take responsibility for the day-to-day management and upkeep of the Local Trust website, updating existing and building new pages as required, and maintaining high digital and editorial standards across the site.
2. Manage a schedule of ongoing technical updates and bug fixes for the Local Trust website, working with our digital development agency on implementation and ensuring the site performs well for SEO, link reliability and accessibility.
3. Act as the main point of contact with our digital development agency, taking responsibility for day-to-day account management, monitoring our monthly development hours and processing invoices efficiently.
4. Working with the senior digital officer, provide support to the comms team and the wider organisation as a 'super-user' for our CRM platform Salesforce, including reporting, supporting the integration of database outputs with other digital platforms and providing best practice recommendations.
5. Provide technical support for email sends using our email platform Campaign Monitor, including developing data request processes, supporting teams to improve audience segmentation and identifying opportunities for optimising engagement
6. Lead on the management of Local Trust's digital asset management platform, ensuring our multimedia content is tagged effectively and includes reliable consent data, and working with staff from across the organisation to ensure the needs of different departments are met.
7. Provide support to the senior digital officer on website development projects as required, to ensure we offer our audiences a brilliant user experience, making the most of our content and winning support for our approach.
8. Provide digital and platform training, guidance and troubleshooting support to colleagues, ensuring they can use our systems effectively, understand digital best

Job description

practice (for example for writing for the web and SEO), and championing cross-team working and collaboration.

9. As required, work with the senior digital officer to support Local Trust's network of website contributors, and provide technical and editorial support to colleagues from our policy and research teams working on Local Trust's microsites and other related digital projects.
10. As requested, provide analytics reports and insights for Local Trust's platforms, including the Local Trust website and microsites, email newsletters and our social media platforms, to help us learn from our audiences' behaviour online.
11. Working with external providers support the development of Local Trust's video content by providing technical support for our YouTube channel, ensuring it is kept up-to-date and sharing platform insights as required.
12. Maintain and update Local Trust's licenses, user groups and plug-ins for our key communications tools, including WordPress, Webdam and Campaign Monitor, ensuring all payments and invoices are processed efficiently.
13. Work with the senior digital officer to ensure our digital platforms meet necessary technical standards and requirements, and are consistent with our privacy, GDPR and other digital policies.
14. As required, provide support for online events to showcase the Big Local programme.
15. Stay up to date with emerging technology and ways of working to improve our digital engagement.
16. Ensure that the Local Trust brand and identity is applied consistently across the organisation and all its digital communications.
17. Contribute to delivering Local Trust's communications strategy as required.

As a member of the Local Trust staff team, you will need to:

- Demonstrate Local Trust's vision and values in your daily work.
- Consistently contribute to organisation-wide learning drawing on experience gained in your role, and similarly seek to learn from the work of colleagues to inform your work.
- Actively look outward and engage with the widest range of external stakeholders to influence, inform and excite others about the work of Local Trust and Big Local.
- Proactively support the development of a working culture that promotes equality and diversity.
- Help Local Trust deliver its environment and sustainable development policy and environmental management system.
- Be aware that you have a duty of care for the health and safety of yourself and others.

While these are your main areas of responsibility, no role profile can cover every eventuality. As this is a post in a small staff team, you are expected to offer flexibility as we may reasonably require you to support other tasks from time to time.

Person specification

	Criteria	Essential/ Desirable
Knowledge and experience	1. Experience of technical integration projects for digital engagement involving CRM, user experience or email marketing	E
	2. Experience of managing or delivering website development projects	E
	3. Knowledge of technical website performance requirements such as SEO, accessibility, cross-linking etc	E
	4. Experience of training and supporting others to use communications tools and systems	E
	5. Knowledge of digital analytics monitoring and reporting	E
	6. Experience of managing contracts with external suppliers	E
	7. Experience of managing user groups, licences and plug-ins	E
	8. Experience of working in line with essential communications policies e.g. privacy, accessibility, GDPR	E
	9. Knowledge of audience segmentation and content tagging	E
Skills and abilities	10. Competence in CMS (ideally Wordpress), Google Analytics, social media metrics, CRM (ideally Salesforce), Campaign Monitor or equivalent.	E
	11. Excellent planning and project management skills	E
	12. Methodical approach and attention to detail	E
	13. Understanding of data flow processes and user journeys	D
Personal attributes	14. Ability to assist in identifying suitable consultants and suppliers to undertake work, and agreeing terms.	D
	15. Excellent team player able to collaborate and support	E

Person specification

Criteria	Essential/ Desirable
others effectively	
16. Able to establish and maintain excellent internal relationships with demonstrable commitment to cross-team working.	E
17. Highly organised, comfortable managing concurrent projects and determining priorities.	E
18. Able to work flexibly and independently	E
19. Attention to detail and takes pride in delivering consistent, high quality work	E
20. Has a 'can do' and proactive approach, ready to find and suggest solutions	E
21. Understanding of Local Trust's audiences and their needs	D
Education/ training	
22. Relevant degree/professional qualification, professional membership or equivalent work experience	E
23. Professional technical communications qualification	D

Principal terms and conditions

Salary

- Annual salary for the role is £32,000 - £36,000. Other staff benefits include excellent development opportunities, time off for volunteering (two days per annum), interest-free travel season ticket loan, additional 3 days leave for use between Christmas and New Year, holiday buy back and sell back scheme and salary advance scheme.

Pensions

- There is a salary exchange pension plan, with an employer contribution of 10%.

Hours

- The full-time hours of work for this post are 36 hours based around usual business hours. However, given the work of the organisation and the nature of the post, some flexibility will be necessary, including occasional evenings and weekend work. Some travel to Big Local areas will also be necessary from time to time.

Holidays

- 25 days' annual leave plus public holidays. Three additional days are also given for office closure between Christmas and New Year.

Probation

- This is a fixed term contract position to the successful completion of a 3-month probationary period. During this time your performance will be reviewed. At the end of the period, you will either be confirmed in post, the probationary period extended or in the case of unsatisfactory performance your employment will be terminated.

Notice

- During the probationary period, notice is one month on either side. After satisfactory completion of the probationary period, this will be extended to 2 months' notice on either side.

Location of post

- This post is based at our office at Borough, London but we are moving to a new office in November, closer to Tower Bridge. We are currently operating a hybrid working policy where office-based staff work from the office at least 2 days per week.