



THE RORY PECK TRUST
Digital Communications Officer

4 days per week | £24k pro rata
Reports to: Head of Communications

About us

The Rory Peck Trust is a registered charity dedicated to providing practical and financial support to freelance journalists and their families worldwide, assisting them in times of crisis and helping them to work more safely and professionally. The Trust is independent and relies on income from grants, donations and sponsorship. The Trust works globally with a large network of local and international media and human rights partners. It is non-profit, non-political, and sees its work to support freelancers as a practical and significant contribution to the independent journalism that is vital to freedom of expression.

Further information can be found at <https://rorypecktrust.org/>. Please note: this post is only open to candidates who have the right to live and work in the UK.

About the role

RPT's small Communications team interacts with all areas of the organisation, its global partners and community, to deliver integrated communications through its digital platforms, publications, PR/media partnerships, and events, including production of the annual Rory Peck Awards at London's BFI Southbank. The team also manages RPT's multilingual online resource which is referenced by tens of thousands of freelance journalists worldwide.

Working to the Head of Communications, the **Digital Communications Officer** is central to the team, helping to shape the organisation's digital output by producing high-quality content and campaigns that grow engagement and awareness of RPT's work and impact. He/she is also responsible for the day-to-day management of RPT's website, online resources and social media platforms, working with colleagues and partners to ensure that content is current, up-to-date and driving traffic. He/she will keep abreast of digital trends and developments, identifying opportunities that will help to grow RPT's digital communications and benefit its work.

Person specification

With an interest and/or background in journalism or media freedom, the Digital Communications Officer will have at least two years of experience working in a digital communications role, preferably in the human rights or charitable sector, with a solid understanding of how to create and deliver digital campaigns and build engaged audiences. He/she will be confident using a range of content management systems, tools and analytics, with the ability to analyse data and create clear reports for trustees and funders. An excellent writer and copy editor with a good visual eye and experience of working with photography and/or video, he/she will ensure high editorial and journalistic standards across all of RPT's platforms and output.

We're looking for a confident, organised self-starter who enjoys working collaboratively, with the ability to motivate others and build stories and relationships with colleagues, partners and beneficiaries and the judgement and tact to work on sensitive stories and situations. He/she will be able to think on their feet, work to tight deadlines, sometimes under pressure, and take responsibility for their own workload and work plans.

The successful candidate will be working closely with a small, multi-national team where individuality, creativity, effort and good judgement are appreciated. In return we offer opportunities for flexible working and a generous leave package. Travel both in the UK and internationally will, at times, be required, as will occasional evening and weekend working. Proficiency in a second language, and an interest in digital security would be desirable but not essential.

MAIN RESPONSIBILITIES

Digital Communications

- Produce and deliver engaging content and campaigns for RPT's digital channels, including its website, social media platforms and e-newsletter to drive traffic and engage audiences for Rory Peck Trust and Rory Peck Awards
- Maintain RPT's website, ensuring content is accurate, up-to-date and relevant at all times
- Maintain, update and grow RPT's social media platforms, identifying news, opportunities, events and dates to ensure messaging is regular, timely and engaging
- Maintain regular communication with RPT staff and external partners to identify and develop opportunities for stories and content, collaborating and/or commissioning as necessary
- Schedule, produce and co-ordinate RPT's e-newsletters, managing subscriber database and recording usage data to inform strategies
- Write and distribute press releases as required for the Rory Peck Trust and the Rory Peck Awards
- Live-tweet and photograph relevant events and RPT activities
- Maintain contacts database

Resources and Publications

- Co-ordinate, edit and manage workflow for RPT's online resources, uploading content and creating pages as needed
- Work with the programmes team to coordinate the translation of online resources and elicit feedback from users via surveys and questionnaires
- Create, edit and co-ordinate content for the Rory Peck Awards brochure and Rory Peck Trust Annual Review
- Source and license imagery as needed and maintain digital image library

Planning and Strategy

- Plan and manage annual and quarterly work plans to achieve agreed set objectives and KPI's
- Remain up-to-date with digital trends, products, tools and innovation, identifying opportunities for development and opportunities for partnership and collaboration for the benefit of RPT and its global community of freelancers
- Implement strategies that develop RPT's digital profile, engage audiences, and supports the organisation's aims and objectives
- With the Head of Communications, undertake opportunities for professional development

Moderation and Reporting

- Use online reporting tools and surveys to measure, analyse and report on the performance of RPT's website and social media platforms
- Monitor, record and file feedback and other communications sent to RPT via digital@ email or posted on website and digital platforms, alerting as necessary
- Moderate interactive areas of the website and social media platforms to protect the safety of its users, staff and the organisation
- Produce reports as needed on the Trust's digital work for the Director, Board and funders

Organisation and maintenance

- Work with RPT's external partners and suppliers to maintain day-to-day website development and other technical maintenance, overseeing contracts and schedules as required to ensure that work is delivered to time, budget and standard
- Maintain website domains and subscriptions for digital services, including domain name registrations, e-newsletter services and other online systems
- Maintain RPT's website and social media guidelines, procedures and protocols, distributing as appropriate
- Represent RPT at relevant conferences, meetings and public events as required

Note: All staff roles include a contribution to main RPT operations and other duties as necessary.

TO APPLY

Email: Molly Clarke, Head of Communications
molly@rorypecktrust.org

Include: Your current CV plus a short cover letter outlining what you bring to the role. Please also include examples or links to any relevant work.

Closing date: Midnight of Sunday, 24th March, 2019.