



Registered Charity No. 1158780

JOB DESCRIPTION

Job Title:	Digital Content and Communications Officer
Employer:	Mid Sussex Voluntary Action (MSVA)
Responsible to:	Volunteering and Communications Lead
Location:	Burgess Hill Cherry Tree Centre with WFH hybrid flexibility
Salary:	£22, 241 pro rata
Working Hours:	Part-time, 24 hours a week
Contract Term:	12-month fixed term post

DESCRIPTION AND JOB CONTEXT:

Mid Sussex Voluntary Action (MSVA) supports a membership of voluntary and community groups throughout Mid Sussex to set up, grow and thrive with a range of advice and guidance services delivered in the community. MSVA also runs the Cherry Tree Centre in Burgess Hill as both base HQ for its range of charitable VCSE support services – and as a community resource/Hub, available to other groups needing space for meetings, classes, events, café, and other social purpose activities. The charity is experiencing considerable growth in demand for its services and is expanding its team and growing capability.

PURPOSE OF THE ROLE:

To support the Volunteering and Communications Lead in the development and delivery of MSVA's digital marketing and communications strategy

To help MSVA build effective engagement with a wide range of audiences, promoting its work, projects, and campaigns

To be a key point of contact for communications advice and implementation within the organisation, supporting other members of the team in delivering effective messages and campaigns across social/digital and other media channels

Key Responsibilities

- Day-to-day management and development of MSVA's digital communications channels, social media platforms and website
- Generate and deliver strong and engaging content, ensuring it is accessible, relevant, accurate, current, within MSVA brand guidelines, and consistent with MSVA policies and

procedures

- Manage digital marketing campaigns as required e.g., Jubilee Arts Project
- Manage the content calendar and scheduling to ensure all campaign deadlines are met
- Work with the Volunteering & Communications Lead to produce status reports on the impact of MSVA's digital campaigns metrics and KPIs, working with external agencies as required
- Explore and make recommendations for new digital platforms, measurement tools and opportunities to grow and connect our audiences that will benefit our organisation and our membership
- Coordinate the design and delivery of regular email communications e.g., Members' E-bulletin and Volunteering E-bulletin
- Manage subscriber email data and consent processes to ensure smooth email marketing administration, in line with GDPR
- Create printed marketing and promotional materials e.g., Event Flyers liaising with external print and design organisations when required
- Support event management bookings for MSVA events e.g., Networking Forums, Training Courses and Volunteer Fairs, via online platforms such as Eventbrite.
- Work with the Volunteering and Communications Lead to maintain relationships with the local press and media, ensuring they are aware of MSVA's events and activities
- Contribute to the daily running of MSVA services; answering queries, providing administrative support for events and room bookings as required
- Any other task commensurate with the level of the role as required.

PERSON SPECIFICATION

	ESSENTIAL	DESIRABLE
EDUCATION/TRAINING	Relevant Qualification and/or demonstrable experience in a similar role; either in paid work, internship, or volunteering	Experience of working in the Third Sector
EXPERIENCE	Managed multiple social media channels for a business or charity or community group/similar	Social Media Campaigns incl. paid advertising
	Creation of digital marketing assets: images, video, social media stories, infographics	
SKILLS/KNOWLEDGE	Knowledge of different social media channels and how they are used by different audiences	Social Media Scheduling tools e.g., Hootsuite
	Email Marketing platforms	Mailchimp
	Experience of Canva, Photoshop, InDesign or similar	
	Excellent copywriting skills	SEO
	Administration skills	MS Office
PERSONAL ATTRIBUTES	Enthusiasm, initiative, and flexible approach to work	
	Highly organised with attention to detail	
	Excellent oral and written communication skills	
	Willingness to undertake training as required	
	Ability to work in a team	
OTHER	Willing to work occasional weekends/evenings	