

Digital Communications Officer

Background

NASP is a newly registered charity and company limited by guarantee. Our goals are to promote social prescribing and to bring about a social revolution in wellbeing, as set out in the NASP [Strategic Plan](#).

To learn more about our organisation, partners, and social prescribing, please visit socialprescribingacademy.org.uk

NASP operates through a hybrid model of working, with most work taking place remotely using Microsoft Teams for meetings and planning. We have an office space at London's Southbank Centre which staff can use to work. Travel to this (and other sites) will be required from time to time for meetings, site visits, events, and away days.

We are looking for a Digital Communications Officer. This is an exciting opportunity for someone looking to progress their career in Digital Communications. The ideal candidate will have a proven track record working on a range of social media projects and platforms, experience of websites and good knowledge of email communications, as well as a keen ability to learn and work within a collaborative team environment.

Recruitment

At NASP, we are passionate about creating an inclusive workplace that promotes and values diversity. We know that different ideas, perspectives and backgrounds create a stronger and more creative work environment which means that we welcome applications irrespective of people's age, disability, sex, gender identity and gender expression, race or ethnicity, religion or belief, sexual orientation, or other personal circumstances. We also welcome applications from neurodiverse candidates.

We seek to support candidates with relevant lived experience, recognising that first-hand experience of what NASP seeks to achieve around social prescribing is just as valuable as employment history.

We have processes and policies in place to ensure that all applications are treated fairly throughout the recruitment process and that we make reasonable adjustments for those who require it. Applications are welcomed from applicants who wish to apply for a position on the basis of a flexible working arrangement. Should a candidate be successful after interview stage, this request will be accommodated within the needs of the role.

NASP seeks to be a truly 21st Century employer and organisation and know that supporting our staff's wellbeing is central to that. For us, our staff are one of our greatest assets.

Role Details & Staff Benefits

Job Title:	Digital Communications Officer
Responsible to:	Head of Communications
Duration:	Full time, start as soon as possible until 31 st March 2025 - with the aim to extend the position depending on funding
Hours:	37.5 hours per week
Salary:	£28,000 depending on experience
Location: 	Home-based and Southbank Centre, London

NASP offer a range of core benefits for staff on payroll, including:

- 30 days paid annual leave per annum, plus Bank Holidays
- An additional day of paid leave per year on your birthday
- Opportunities for Volunteering & CPD days each year
- Opportunity to request flexible working arrangements, including compressed hours
- Contribution to annual eye test, eyeglass purchase, and flu vaccination

Person Specification:

Essential Experience & Knowledge:

- Knowledge and experience of Facebook, Instagram, Twitter, You Tube and LinkedIn platforms, including the creation of organic content and paid for campaigns
- Ability to write, proofread and edit copy for a wide range of audiences
- Experience of website management and maintenance
- Ability to synthesise complex information into simple but accurate content
- Ability to design and create strong visual content suitable for different social media channels and a range of audiences
- Team-player who shares their knowledge and supports colleagues
- Proactive and organised self-starter able to use their own initiative and make tasks their own

Desirable Skills & Attributes:

- Video editing skills
- Experience of working on a behaviour-change campaign aimed at the public
- Experience working with Sprout Social
- Knowledge of Google Analytics
- Experience working with Umbraco or Wordpress
- Experience of working with a Customer Relationship Management system (CRM) or Microsoft Dynamics

- Knowledge of best Search Engine Optimisation (SEO) practices
- Understanding of social prescribing and the work of the National Academy for Social Prescribing

Responsibilities:

- Develop and execute NASP's social media plan, ensuring that activity aligns with the organisation's strategic priorities, and to develop a holistic social media approach based on organisational objectives
- Support the Head of Communications on website development and management, such as updating, editing and improving pages, using a CMS, sourcing content and ensuring accessibility
- Lead on NASP newsletter communications, developing customer journeys through the CRM and implementing effective segmentation of audiences and messages
- Lead on internal communications by writing and sending a weekly staff email, updating the intranet
- Generate case studies and other content across all digital channels and to proactively contribute to the editorial calendar, ensuring relevant content is promoted at the optimal time on the most effective channels
- Collating and designing documents such as evidence reviews and reports
- Engage and respond to social media engagements, proactively reaching out and creating opportunities
- Management of the central communications inbox, responding to and triaging enquiries from external and internal sources
- Create videos and graphics highlighting NASP's work, and support the creation of videos and podcasts featuring NASP's ambassadors and projects
- Lead on evaluating impact of social media and related activity and recommending action to take to maximise achievement of objectives
- Grow NASP's online presence, and to scope further opportunities in line with the business objectives
- Work with Programmes and Corporate Affairs teams to promote NASP's events, coordinating social media marketing, and to provide administrative support for events when required
- Administrative support for the Communications team, as required

Lead contact: Head of Communications

How to Apply

Please send a completed application form to recruitment@nasp.info by 09:00 **on Monday 12 June**. NASP have the right to bring the application deadline forward as they deem fit.

Interviews will be held on **Friday 16 June** so please keep this date free. For more information and an informal conversation, please email any questions to recruitment@nasp.info.

Please note that any personal data you share will be treated confidentially and will only be used for recruitment purposes.

All appointments are subject to proof of right to work in the UK and accepted references, where applicable.