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Communications Officer – Digital Content

# Purpose:

The Communications Officer – Digital Content plays a key role in amplifying the voices of people supported by Brandon, showcasing the value of working in social care, and enhancing the organisation’s presence across digital platforms.

Responsible for creating compelling multi-media content, this role will develop and deliver engaging digital campaigns that align with Brandon’s mission, values, and communications strategy.

Working collaboratively with colleagues and stakeholders across the organisation, the postholder will plan and produce high-quality content for internal and external channels – including the intranet, website, and social media – to inspire, inform, and connect audiences while championing accessibility and inclusion.

# Objectives:

**Content strategy and campaign delivery**

* Lead the planning and execution of a dynamic, multi-media content calendar that supports Brandon’s organisational priorities, internal communications goals, and external engagement strategy.
* Develop and deliver compelling, platform-tailored content that brings our campaigns to life across intranet, website, and social media channels, ensuring messages resonate with target audiences.

**Storytelling and brand representation**

* Amplify the voices of the people we support by producing regular, authentic content that showcases their experiences and aligns with Brandon’s values and purpose.
* Champion Brandon’s employer brand by producing content that promotes the value of a career in social care and reflects the impact of our work in communities.

**Creative production and innovation**

* Design and produce high-quality multi-media assets—including video, photography, graphics, and written materials—from concept through to editing and delivery.
* Collaborate with colleagues and external suppliers to ensure all creative outputs are engaging, accessible, and representative of the diverse communities we support.

**Capability building and collaboration**

* Build internal capacity by supporting Communications Champions to create localised content, equipping them with tools and guidance to share stories that matter.
* Work cross-functionally with teams such as Resourcing, Business Development, and Operations to ensure communications activity supports wider organisational aims.

**Insight and continuous improvement**

* Monitor performance data and feedback across digital channels to inform content decisions and improve effectiveness.
* Regularly evaluate the impact of campaigns and content, sharing insights and recommendations that contribute to a culture of continuous learning and improvement.

# Key Relationships

* Head of Communications & External Affairs
* Head of Resourcing and Talent
* Head of Business Development
* Head of Enterprises
* Communications Team
* Resourcing Team
* Chief Business Development, Fundraising and Partnerships Officer
* Operational Teams
* People supported by Brandon
* External suppliers

**FUNCTIONAL SKILLS**

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| **Data Literacy** | | | | |  | **Digital Skills** | | | | |  | **Governance and Compliance** | | | | |  | **Financial Awareness** | | | | |  | **Health and Safety** | | | | |
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| **Inclusion** | | | | |  |
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#### TECHNICAL SKILLS

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| **Organisational skills** | | | | |  | **Communications stakeholder management** | | | | |  | **Technical creativity** | | | | |  | **Research** | | | | |  | **Digital literacy** | | | | |
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| **Content creation** | | | | |  | **Writing** | | | | |  |
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#### BEHAVIOURS

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| **Equip** | | | | |  | **Involve** | | | | |  | **Support** | | | | |  | **Recognise** | | | | |  | **Challenge** | | | | |
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COMPETENCIES

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| **Planning and organising** | | | | |  | **Creativity and innovation** | | | | |  | **Initiative** | | | | |  | **Attention to detail** | | | | |  | **Stakeholder management** | | | | |
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