

Job summary

Digital Content and Communications officer

Do you have a passion for communications? Are you looking for a role with variety and the opportunity to work across different social media platforms, programmes and projects?

An exciting opportunity has arisen for a creative and confident communicator with a can do attitude to join our award winning team at Future Fit Training.

The Digital Content and Communications Officer is responsible for creating and implementing communications strategies, managing and sourcing all major social media channel content; ensuring it is engaging, impactful and targeted at our key audiences. As our company expands, we're in need of someone who can promote our brand, interact with the public, work with our partners and agencies and establish productive relationships with key stakeholders and policymakers.

As part of the marketing team, you'll manage the main social media feeds on a day-to-day basis. You'll be responsible for taking an overview of upcoming activity and opportunities, working in collaboration with colleagues across the organisation, and for planning, scheduling and posting messages that promote the reputation of Future Fit Training. You will have the opportunity to create and develop a range of internal communications content both on and offline which engages employees in our values, vision and priorities.

What do you need to succeed?

- You will have a broad range of communications skills and experience of building effective and productive working relationships with senior managers, partners and stakeholders
- You need to have an excellent standard of written English, an eye for detail, the ability to work on your own initiative, good project management and organisational skills and a willingness to take personal responsibility to ensure tasks are completed
- You'll have a proven track record of working with social media in a professional environment and understand trends in both the digital landscape and audience behaviour
- At least a Bachelor's degree in Communications, Marketing, Public Relations or related field
- Knowledge of digital marketing tactics, such as SEO and email marketing
- Excellent critical thinking skills and the ability to exercise good judgment and solve problems quickly and effectively
- Experience working in customer relations preferred

Communications Officer Responsibilities and duties

- You will undertake a wide range of communication activities including creating and implementing campaigns, responding to media enquiries, marketing, events, digital/social media and internal communications
- Develop, support and promote company goals, including message development, social media content creation and media outreach
- Develop and disseminate public relations materials that increase our visibility among stakeholders and lawmakers
- Build and maintain relationships with journalists, bloggers, investors and customer audiences that will help advance our work
- Identify target audiences and create strategies to effectively engage them
- Ensure digital marketing content aligns with our brand's identity and message, and assist with marketing campaigns as needed

- Work closely with leaders and executives to develop and strengthen employee engagement activities

If you're energetic, can handle multiple projects and enjoy working in a team, we'd like to hear from you.

This post is a full time role. A minimum of 2 years' industry experience is preferable. However, all applications will be considered and salary will be based on experience.