Job description: Digital Engagement Officer

Job title: Digital Engagement Officer (part-time)

Location: Central London

Salary: £16,200 – 19,200 depending on experience (£27,000 – 32,000 FTE)

Role: This is a permanent position for 3 days (22.5 hours) a week

The Social Research Association (SRA) seeks a self-motivated, creative and experienced Digital Engagement Officer to develop and lead an expanding digital strategy for the organisation. This is a multifaceted role that is suitable for a candidate familiar with social research and its wider context. The role will encompass marketing and communications, community building, web editing, digital strategy and multimedia. This is a new initiative for the SRA and we are seeking an enthusiastic and proactive candidate who can grow into this role, with potential for advancement as the organisation's digital strategy develops.

The Digital Engagement Officer will work in the SRA office in London for the first 3 months, after which some homeworking may be possible, depending on requirements.

Content Generation:

- Liaising with events organisers to plan content generation from SRA events, e.g. promotion material, recording of events, reflections on events from participants. Including responsibility for storing/editing/uploading multimedia material and managing relationships with occasional freelancers.
- Liaising with the SRA magazine ('Research Matters') editorial team to adapt material for the SRA blog, with a view to eventually integrating the two.
- Liaising with the eNewsletter editor to adapt material for the SRA blog, as well as co-ordinate communications activity.
- Liaising with SRA staff and trustees, in order to identify opportunities to generate content from SRA activities and work with them on production.
- Liaising with SRA staff, trustees, volunteers and members, in order to identify events and initiatives necessitating promotion and generating content for this purpose.

Content Management:

- Working with the Research Matters and blog editorial group, jointly establishing procedures and overseeing their implementation.
- Supporting the development and dissemination of thematic calls for contribution to Research Matters and the blog.
- Managing submissions from external authors, in response to thematic calls for contribution. Proof reading and preparation of submissions, before either posting directly or referring to editorial group for review.
- Managing the review of relevant content (e.g. opinion pieces) by the editorial group, including liaising with authors to request revisions.

- Building a pipeline of blog content, either produced in house or from external contributors, with a view to ensuring a minimum of twice weekly updates, ideally rising to four times per week over the first year.
- Identifying existing content produced by the SRA, its members and other relevant organisations which can be adapted to the blog and incorporated into the content pipeline.

Platform Management:

- Ensuring regular links to content from blog and website across the SRA social media platforms.
- Answer queries from members and non-members on SRA social media platforms, referring to SRA staff and trustees where necessary.
- Identify and experiment with new initiatives that are platform specific which advance the digital strategy (e.g. organising Twitter chats for social researchers, 'methodological dialogues', YouTube videos, advice columns on methods issues or discussion forum systems for methods problems).
- Manage email communications and mailing lists.
- Liaise with SRA staff to ensure storage of usernames and passwords for social media platforms in a secure document, including periodic updates of passwords to ensure security.

You may need to perform other tasks from time to time as required.

Necessary Attributes:

- Experience with social media scheduling software
- Experience managing a social media presence across multiple platforms
- Experience with copy editing for the web and social media
- Experience managing blogs and working with external contributors
- Able to work flexibly and co-operatively in a small team and 'pitch in' on other activities when necessary
- Detail-focused
- Good inter-personal skills
- Numerate
- Interest in social issues and current affairs

Desirable Attributes:

- Familiarity with social research (debates, policies, people, organisations)
- Capacity to write clear and accessible copy
- Capacity to proactively build relationships with relevant stakeholders
- Capacity to balance multiple commitments and manage time effectively
- Experience producing and editing podcasts
- Experience producing and editing videocasts
- Experience managing a social media presence for an organisation
- Experience of email marketing

The organisation

The Social Research Association ('SRA') is a membership organisation and registered charity serving around 1000 members and the wider community of social researchers. We're a friendly, hardworking organisation with a staff of three, supported by a network of remote-working specialists, helped by volunteers, and governed by an active board of trustees. Founded in 1978, the SRA aims to uphold high standards of research by providing training, events, publications, guidance and support. Find out more on our website www.the-sra.org.uk and Twitter: @TheSRAOrg

Please note that we do not accept CVs for this role. The application form can be found here: http://the-sra.org.uk/jobs/jobs-with-the-sra/

As it is unlikely that we will be able to obtain a Work Permit for this role, all job applicants must already have the right to work in the UK.