

Job description: Digital Communications Manager (part-time)

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Location: London

Salary range: £32,00 - £35,000 (pro rata to £19,200 – £21,000 for 3 days a week)

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 Communications Manager to develop and lead an expanding digital strategy for the organisation. Reporting to the chief executive, your role will encompass marketing and communications, content production, community engagement and digital strategy. This is a new initiative for the SRA and we are seeking an enthusiastic self-starter who can lead our digital engagement, expanding the SRA's visibility and influence within the social research sector.

The Digital Communications Manager 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:

- Liaise with event 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.
- Set up an SRA blog
- Work with the SRA magazine ('Research Matters') and e-newsletter editorial team to identify / adapt material for the blog, with a view to eventually integrating the two.
- Work with SRA staff and trustees to identify opportunities to generate content from SRA activities and work with them on production.
- Work with SRA staff, trustees, volunteers and members to identify and promote suitable events and initiatives, generating content for this purpose.

Content Management:

- With the magazine and blog editorial group, jointly establish procedures and oversee their implementation.
- Support the development and dissemination of calls for contribution to Research Matters and the blog.
- Manage submissions from external authors. Proof reading and preparation before either posting directly or referring to an editorial group for review.

- Manage the review of relevant content, including liaison with authors to request revisions.
- Build a pipeline of blog content, from in house or external contributors, with a view to ensuring a minimum of twice weekly updates, ideally rising to four times per week over the first year.
- Identify 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:

- Ensure regular links to content from blog and website across the SRA social media platforms.
- Answer queries 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, YouTube videos, advice columns on methods issues or discussion forum systems).
- 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.

Required 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
- Interest in social issues and current affairs

Desirable Attributes:

- Some familiarity with social research (methods, people, organisations)
- Can write clear and accessible copy
- Capacity to proactively build relationships with relevant stakeholders
- Able to juggle commitments and manage time effectively
- Experience of producing and editing podcasts
- Experience of producing and editing videocasts
- Experience with managing a social media presence for an organisation
- Experience of email marketing

About the SRA

The Social Research Association ('SRA') is a membership organisation and registered charity serving over 1100 members and the wider community of social researchers. We're a friendly, hardworking organisation with a current 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 provide a current CV, and a covering letter which describes how your experience, skills and knowledge match each of the 'required' attributes listed above.

Your CV must include 2 current references.

You can submit these via the Charity Job website, or send them to: admin@the-sra.org.uk with 'Digital comms application' in the subject header.

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