**Digital Worker**

**Role Description**

**Position:** Digital Worker

**Salary:** £27,545 per annum pro rata

**Hours:** 22.5 per week

**Reports To:** Data and Compliance Lead

**Direct Reports:** None

**Area:** Derbyshire / Nottinghamshire

**Base:** 3 Park Road, Ripley, Derbyshire, DE5 3EF and home working

**Contract Length:** 2 years, with possible extension

**Overall Objective:** As a Digital Worker, you will be responsible for the daily management and development of DCA’s digital support, ensuring that all content meets the highest standards and delivers an exceptional online experience for Carers.

You will apply your digital expertise to create, edit, and manage our digital support platforms, including regularly monitoring performance through analytics.

You will work closely with DCA’s Data and Compliance Lead on various digital projects as well as supporting different teams across the organisation to support their digital initiatives and needs.

**Main Responsibilities:**

This role offers an excellent opportunity to grow and enhance your skills as a Digital Worker in a dynamic and creative environment. Ideally, you will have experience of working in a digital or similar role, be able to work on your own initiative and have excellent understanding of Carer needs and creating digital content.

You will deliver training and support to colleagues across the organisation, and collaborate with our digital partners on support requests and projects as needed.

As Digital Worker you will demonstrate the following:

* Experience working in a digital communications or digital marketing environment
* Significant experience in using a range of digital technologies
* Significant experience of creating online content that is accessible for all audiences
* An understanding of search engine optimisation and user experience best practice
* Excellent written and verbal communicator, able to translate technical information for colleagues who may be less technically knowledgeable
* A creative, proactive approach to finding digital solutions and solving technical issues
* Experience of Google Analytics and other methods of measuring digital performance to help improve activities
* Good knowledge of digital trends and ability and appetite to keep up to date with advances in these
* Reliable and able to work on a variety of tasks and manage own time effectively
* Proven ability to build effective internal and external relationships
* Ability to work on own initiative

To undertake other reasonable duties associated to the role. In addition to your normal duties, due to the fact that DCA is a small organisation, you will be required to undertake other duties from time to time as the Charity may reasonably require.

Job description’s may be reviewed from time to time to take into account the changing circumstances and developments of the Charity, following discussion with the post holder

**Digital Worker**

**Person Specification:**

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| **Attributes** | | **E/D** |
| **General** | * Excellent written and verbal communication skills with the ability to translate technical information for colleagues who may be less technically knowledgeable. * Reliable and able to work on a variety of tasks and manage own time * High attention to detail | E  E  E |
| **Qualifications and**  **Experience** | * Degree or equivalent experience in Digital Media, Information Systems, or a related field. * Experience managing content within mobile apps or web apps. * Familiarity with analytics tools including Google Analytics. * Experience measuring digital performance to create reports. * Experience finding solutions to technical issues with a strong focus on service improvement. * Experience working with digital content management systems and back-end infrastructure. | E  E  E  E |
| **Knowledge, skills and abilities** | * Communication skills * Time management skills * The ability to work independently | E  E  E |
| **Personal Qualities** | * A helpful and friendly approach * A caring nature * Dedicated and committed. | E  E  E |

**Additional requirements:**

**Safeguarding**

DCA is committed to the safeguarding and protection of young people, vulnerable adults and children. Employment will be subject to the receipt of two satisfactory professional references.