

Role profile

Job title:	Digital Communications Assistant
Directorate:	Communications and Engagement
Reports to:	Senior Digital Communications Manager

Overall aim

To support the communications activities of the Academy by helping develop, deploy, monitor and evaluate excellent content across web and social media channels, and providing administrative support to the team.

Key responsibilities

1. Check content drafted on the Academy website adheres to style guidelines, accessibility standards, and website templates, and publish content as required.
2. Provide support where necessary to website content management system users.
3. Support and contribute to the ongoing maintenance and management of the Academy website to ensure it is up-to-date and regularly refreshed with new and engaging content.
4. Work as part of the Digital Communications team to plan, compose and schedule content (including copy and visuals) for the Academy's social media channels to grow engagement with key audiences, including leading on content development.
5. Lead on monitoring social media notifications, being first point of contact to draft or escalate responses where required.
6. Monitor and track social media and website analytics, and regularly report evaluation metrics.
7. Analyse trends in social media activity across all Academy platforms, and make suggestions for improvement.
8. Maintain awareness of, and develop appropriate expertise in, emerging social media channels and digital content formats.

9. Provide administrative assistance to the Digital and wider Communications teams, including promptly logging and responding to requests for support from other Academy teams.
10. Carry out any other tasks as reasonably requested by the line manager.

Key results

1. High quality, engaging, and accessible content is published on time and in alignment with Academy editorial style for the Academy's website and social media channels.
2. Continual improvements in the Academy's digital communications activities are informed by regular insights from all digital channels – including timely collation and analysis of performance metrics and actionable recommendations for improvement.
3. Requests for communications support are acknowledged and processed promptly and professionally, adhering to Academy filing systems and data processes.

Please also be aware of and follow the Royal Academy of Engineering policies and procedures, with particular attention to health and safety, equality and diversity and customer service excellence. To further your development and knowledge you will be expected to attend training as necessary.

The Royal Academy of Engineering reserves the right to amend this role profile as necessary, after consultation with the postholder, to reflect changes in or to the job.

Role experience, knowledge and skills profile

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	Essential	Desirable
Experience and qualifications	<ul style="list-style-type: none"> • Experience of managing social media channels • Experience of using social media evaluation tools • Experience of website content management • Copywriting experience 	<ul style="list-style-type: none"> • Experience of developing visual content for social media • Experience of producing e-newsletters and managing mailouts
Knowledge	<ul style="list-style-type: none"> • Broad knowledge of different social media channels and their role in the communications mix • Understanding of social media metrics and the principles of effective social media communication • Proficient knowledge of Microsoft Office 	<ul style="list-style-type: none"> • Understanding of engineering, science or technology
Skills	<ul style="list-style-type: none"> • Excellent communication skills (both written and oral) with an attention to detail • Strong administrative skills • Good analytical skills • Creativity • Resourceful, versatile, and adaptable 	
Personal style and behaviour	<ul style="list-style-type: none"> • Personal commitment to the corporate values, vision and objectives of the Academy • Proactive and well-organised • Collaborative, inclusive, and diplomatic team worker with the ability to interact at all levels • Confident working autonomously • Clear thinking and calm under pressure 	
Other requirements	<ul style="list-style-type: none"> • Commitment to high-quality service and efficiency in all aspects of the organisation's operations • Evidenced commitment to equality and diversity 	