

JOB DESCRIPTION & PERSON SPECIFICATION

Title: Media & Communications Officer

Responsible to: Executive Director

Reports to: Family Support Manager

Location: Dry Arch Children's Centres

Hours: 25 hrs pw

Pay: £31,200 pro rata

Purpose of the Role:

The post holder will be responsible for managing and developing Dry Arch's social media presence to raise awareness of the organisation's work, engage the community, and support outreach activities.

The post holder will create and deliver creative, original digital content that reflects the organisation's values and mission, while building strong relationships with supporters, partners, and stakeholders. They will ensure all social media activity is compliant with organisational policies, ethical communication standards, and relevant data protection regulations.

Key Responsibilities:

Social Media Management

- Manage day to day social media accounts (Instagram, Facebook, TikTok, LinkedIn, YouTube and Podcast) including audience engagement and community interaction.
- Keep the social media schedule up to date with consistent posting and avoiding clashes by planning in advance.
- Monitor social media channels and respond to comments, message and enquires in a timely manner.
- Attend events to capture social media content (these will always be pre agreed in advance)

Content Creation and Storytelling

- Create engaging content that aligns with our overall mission by sourcing and interviewing professionals, young people, community partners and sector experts.
- Work collaboratively with colleagues across the organisation to gather stories, promote campaigns, and create engaging social media and podcast content that reflects the organisation's work and impact.
- Create graphics on Canva and filming reels, short videos and impact stories.

- Work with Young People in developing podcast and instructing on content, interviewing and editing.
- Produce and manage the organisations podcast from concept to publication, researching relevant topics and trends to shape engaging and meaningful episodes.
- Write clear and engaging copy that reflects the Dry Arch's voice and values.
- Assist in reporting to funders and communication outcomes publicly.

Public Relations and Community Engagement

- Build and maintain relationships with media outlets, community organisations and stake holders.
- Draft and distribute press releases, announcements and public statements.
- Represent the organisation at events, interviews and public forums when required.
- Monitor current affairs and emerging issues affecting children, young people and families and respond to consultations.

Monitoring and Reporting

- Track social media performance and engagement metrics.
- Produce monthly reports highlighting performance and recommendations.
- Stay up to date with social, political and cultural issues impacting families and youth.

Responsible use of AI

- Awareness of how AI tools can support content creation while ensuring outputs remain accurate, ethical and aligned with the Dry Arch Centre's values.
- Ability to use AI as a support tool rather than a substitute for professional judgement and creativity.
- The ability to generate original ideas, storytelling and campaigns without relying on AI generated text.
- Ability to adapt messaging creatively for different audiences and platforms.
- Ability to review, edit and factcheck content to ensure accuracy, originality and compliance with organisation standards.

Compliance

- Ensure that our website and other digital channels and their content meet accessibility standards, GDPR and best practice.
- Ensure personal data is not shared without consent and that it protects the dignity and safety of children and young people.
- Follow safeguarding policies when sharing stories, photos or case studies.
- Protect the identity and privacy of beneficiaries.
- Follow organisation data protection policies.
- Avoid misleading claims.
- Ensure images, music and content are used legally and compliant with copyright and licensing requirements.

- Copyright permissions or licences are obtained where necessary.

Disclosure, Access NI Check and Early Years Vetting

This post is subject to the Rehabilitation of Offenders Act (Exceptions Order) 1975 and as such it will be necessary for a submission for Disclosure to be made to the Disclosure and Barring Service to check for any previous criminal convictions.

The process will also involve a vetting checking via the Early Years Team (Western Trust and Health Care)

Person Specification

Essential Criteria

Qualifications

- Educated to 3rd level in a Media, Digital or Content Creator Qualification or equivalent qualification or equivalent of 3yrs relevant professional experience.
- Evidence of training or professional development in social media, digital marketing or communications and editing content are essential

Experience & Skills

- Proven experience managing social media accounts for an organisation, charity, or brand.
- Strong knowledge of major platforms such as Instagram, Facebook, X (Twitter), TikTok, and LinkedIn.
- Experience creating engaging digital content including posts, graphics, short videos, stories, and campaign materials.
- Excellent written communication skills with the ability to adapt tone for different audiences.
- Experience planning, scheduling, and delivering social media content using management tools (e.g., Hootsuite, Buffer, Meta Business Suite).
- Ability to monitor and analyse social media performance using analytics tools and use insights to improve engagement.
- Experience supporting or promoting podcasts, including creating social media content to drive engagement and listenership.
- Experience in recording and editing podcast and vlog material.
- Strong organisational skills with the ability to manage multiple campaigns, channels, and deadlines.

Knowledge & Understanding

- Understanding of safeguarding considerations when creating or sharing content involving children and young people.
- Awareness of ethical storytelling and responsible representation of children and families.
- Understanding of how digital platforms can be used to support charity communications, awareness campaigns, and supporter engagement.

Personal Qualities

- Passion for improving outcomes for children and young people.
 - Creative thinking and ability to develop compelling digital campaigns.
 - Ability to work collaboratively with programme staff, fundraising teams, and external partners.
 - Strong attention to detail and commitment to brand guidelines.
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Desirable Criteria

Qualifications

- Degree or equivalent in Communications, Marketing, Journalism, Digital Media or a related field.

Experience

- Experience working in the charity, nonprofit, education, or youth sector.
- Experience running paid social media advertising campaigns.
- Experience covering live events or campaigns on social media.
- Experience managing online communities and responding to public enquiries.

Technical Skills

- Basic graphic design skills using tools such as Canva or Adobe Creative Suite.
- Basic video editing skills for short-form content (e.g., Reels, TikTok, Shorts).
- Experience with website CMS platforms (e.g., WordPress).
- Experience using email marketing platforms such as Mailchimp.

Knowledge

- Knowledge related to safeguarding, working with children and ethical story telling.
- Understanding of digital accessibility standards.
- Knowledge of data protection (GDPR) in relation to digital communications.
- Awareness of current social media trends and platform algorithms.
- Experience working with data visualisation or dashboards.

- Familiarity with statistical or analytical tools (e.g. Excel, R, Python, Power BI).
- Experience publishing podcasts to hosting platforms.
- Basic sound recording or studio experience.
- Knowledge of journalism, communications, or media ethics.