

## Job Description

**Job Title:** Digital Communications & Events Manager – 21 hours a week

**Reporting to:** Head of Communications & External Affairs

### Job role:

To support delivery of the Market Transformation strategy, via strategic management of our digital platforms and events, positioning us as thought leaders, attracting income, influence and impact for our mission.

## Key Responsibilities

### Digital

- Manage the development and implementation of Reall's digital strategy to position us as an innovative and attractive organisation to potential funders and investors
- Significantly raise our profile amongst priority audiences to deliver ROI by highlighting our offering to key investors, decision makers and sector thought leaders
- Lead and grow Reall's social media operation, using insight and expertise to devise a programme of compelling content that draws in strategic audiences, creates engagement and presents Reall positively for funding
- Take responsibility for the development and management of the Reall website, making improvements to its functionality, maximising its potential and monitoring its performance
- Lead our digital copy writing, including SEO and proactively sourcing digital outlets for our stories
- Act as Reall's digital expert for senior leaders, managers and trustees coaching them to grow their professional social media presence
- Monitor trends and research opportunities within the sector to position Reall as a thought leader in the affordable housing sector online
- Working with the Head of Communications to enhance and manage Reall's reputation to respond to trending social and mainstream media stories and mitigate and manage negative comments in an agile and intelligent manner

### Events

- Identify and shape Reall's presence and high-level participation in strategically important sector events, conferences and awards. Ensuring Reall is front of mind for event organisers in terms of inviting Reall to speak, or participate in panels
- Take responsibility for project managing our participation in key sector and investor events and contribute to the development and implementation of Reall's overall event and awards plans, ensuring the programme of events is meeting awareness and fundraising needs
- Project manage a portfolio of events and lead project teams to ensure that all participants are clear in their roles while driving the project forwards. Aspects included dealing with

suppliers, planning and logistics, processing invoices, ensuring staff attendees are well briefed

### Additional Responsibilities

- Carrying out such other reasonable duties as may be required by the Chief Executive
- The Chief Executive reserves the right to change the key activities from time-to-time to meet the strategic objectives in accordance with the job role.

### Compliance

- Comply with the policies and procedures as set out in Reall's Staff Handbook and all relevant procedures and processes, especially safeguarding.
- Adhere to all relevant Data Protection legislation
- At all times to work in a manner that ensures the health and safety of the post-holder, other staff, colleagues and visitors to Reall's premises.

### Other requirements

The post is based in Coventry. The role might include occasional overseas travel.

### Person Specification

**Education:** A degree or equivalent professional qualification or equivalent time working within this industry.

**Experience:** At least three years' experience in a digital communications role with experience of creating content and managing websites, SEO and the organisational skills to run events.

### Key Competencies

#### Essential

- Strong copywriting and verbal communication skills
- A strategic mindset whilst also being comfortable at execution
- Excellent understanding of the digital landscape
- Good working knowledge of web analytics, SEO, Wordpress and Adwords
- Strong organisation and project management skills

#### Desirable

- Experience using Photoshop, in-design and Adobe Creative Cloud to help create content for the website and social platforms

### Personal Qualities:

- Dynamic, proactive, uses initiative
- Able to prioritise own workload
- Presentable and confident
- Able to work effectively in a team
- Culturally sensitive
- Innovative and entrepreneurial

- Able to work with minimal supervision and use initiative
- Works well under pressure and at pace