**Job Description**

Job title: Digital assistant (internship)

Reports to: Web Content Officer

Direct reports: None

Location: Letchworth

Hours: 35 hours per week, office based

Salary: £16,000 per annum

This role would suit a graduate in a field related to digital marketing or communications, who is interested in developing web content and other digital skills in a UK charity setting.

**Main purpose of the role**

To undertake activities to improve our digital presence, working across the organisation to support teams with content, data collection and digital developments.

**Principal tasks and accountabilities**

* Set up appropriate tags, goals and tracking mechanisms across the MS Trust’s websites to monitor the effectiveness of user journeys
* Provide usable data and information to enable web and comms staff to identify areas for digital improvements based on user feedback and statistical analysis
* Support the organisation in setting up campaigns that raise our profile, ensuring that appropriate data is collected and shared
* Work with the Database manager to support the interaction and integration between online systems and the Raiser’s Edge database
* Maintain user-transactional processes using Blackbaud RE-NXT, including creating and editing forms and publishing shop content
* Support the organisation in publishing content, creating landing pages and other navigational mechanisms within the main mstrust.org.uk (Drupal) website
* Support colleagues in the use of available digital tools by gaining a full understanding of their needs and drivers
* Deliver the day-to-day activity and testing requirements related to approved web developments
* Document and maintain clear instructions and how-to guides to support the organisation in using the website and associated analytical tools
* Work with external agencies in the delivery of digital tools as defined by the Web Content Officer
* Undertake any other reasonable duties to support the work of the MS Trust

**Person specification**

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| **Requirement** | **Level required** |
| Qualifications | Degree level or equivalent, preferably in a relevant discipline |
| Digital marketing | Sound knowledge of how to use Google Analytics and associated tools, eg Google Tag Manager to good effect |
|  | Understanding of the mechanics of user journeys and how to track user behaviour |
|  | Interest in linking front-end user journeys to back-end databases |
|  | Able to set-up goals and campaigns using Google adwords to direct users to appropriate parts of the website |
| Social media skills | Good understanding of how social media campaigns work to best effect |
|  | Familiar with social media analytical tools |
| IT and technical skills | Working knowledge of Drupal CMS or interest in such content management systems |
|  | Willingness to learn about how websites and other systems integrate to provide meaningful data  |
|  | Understanding of the benefits of undertaking thorough user acceptance testing and recording results in a meaningful manner |
| Organisational and interpersonal skills | Ability to manage a busy and varied workload and to work to deadlines |
|  | Able to write clear user instructions, translating technical concepts into plain English |
|  | Able to build effective relationships internally and externally  |
| Flexibility | Ability and willingness to respond to the needs of service users, colleagues and the organisation, including undertaking additional tasks not specified in this job description |

11 October 2018