



# Digital & Social Media Officer

October 2020

[www.water.org.uk](http://www.water.org.uk)

**Salary: Dependent on experience**

**Hours: Full time**

**Location: London based although the team are currently working virtually**

## Introduction

Water UK, the membership organisation representing all water and sewerage companies in the UK, is seeking an exceptional candidate to join our small but extremely busy communications team representing this high-profile sector at a national level. Following the appointment of a new CEO within the last year, Water UK is going through a transformation which includes a new organisational strategy and vision for the sector.

This is an exciting time to be joining Water UK, working on some high-profile issues; dealing with and the opportunity to manage a step-change in our social media and digital presence.

## The role

The Digital & Social Media Officer position is a new role within the communications function at Water UK. The post holder will be responsible for a number of key areas, including day-to-day oversight of our digital and social media activity; management of our social media channels (Twitter, LinkedIn, Facebook); updates to our main website [www.water.org.uk](http://www.water.org.uk); managing and developing our Social Media Network of company representatives; social media support for campaigns like Water's Worth Saving, Net-Zero carbon, plastics and Fine to Flush and the implementation of the findings of our recent digital audit.

The role demands a high standard of written and spoken English, requires the ability to be self-sufficient and motivated, the confidence to deal with multiple stakeholders, and the ability to manage complex and sometimes technical information. Ideally the candidate will have already worked within a membership organisation, an agency environment or within an industry sector.

## Main responsibilities

- Responsibility for implementing the findings of a recent audit undertaken of Water UK's digital assets
- Responsibility, with the Communications Manager, for the creation of a Water UK social media strategy
- Developing and distributing (to members, etc) engaging content for use on third-party channels

- Day to day management of all our existing digital channels, (Twitter, LinkedIn, Facebook) including ensuring regular updates and maintaining a rolling content calendar
- Exploring the potential development of new channels (e.g. Instagram) and Monitoring conversations from key stakeholders (using Hootsuite) and feeding back to Water UK team, advising on any action to take
- Putting in place robust procedures to deal with any crisis comms related to our social media channels
- Revitalising and managing Water UK's Social Media Network of company representatives to share upcoming content and share best practice
- Maintaining our [website](#), including updates, uploading key documents and, with our external website management agency, overseeing any changes to the site's architecture
- Managing the relationship with our external website management agency including website security updates
- Supporting on all digital activity relating to Water UK's campaigns
- Monitoring Google Analytics and tracking website usage, particularly for most visited pages, to ensure accuracy and availability of key information
- Creation of infographics, GIFs, Twitter-cards, quote-cards and short videos for use on social media and other digital channels. Including the management of our creative agencies where appropriate
- Tracking, evaluating and reporting on digital performance, and advising on tactics

## Essential Skills

- Excellent written and verbal English with the ability to communicate with clarity, brevity, fluency and impact
- Excellent organisational skills, able to juggle a broad range of tasks and projects with limited oversight
- Numeracy and analytical ability: comfortable with using data and other kinds of information to communicate with a range of audiences
- Initiative and drive to learn quickly and deliver small projects
- Work within a small team with the ability to build relationships and networks quickly
- Manage different stakeholders and empathising with their likely concerns and needs
- Previous experience of working within a fast-paced, changeable and intense environment
- A creative thinker with a track record of developing engaging content for social media platforms