**JOB DESCRIPTION**

**Job title:** Dementia Oxfordshire Service – Digital Media Assistant (DMA)

**Reporting to**: Head of Service

**Responsible for:** N/A

**Work hours:** Zero hour contract. Availability Monday to Friday 9-5

**Salary:** £10.25 per hour (additional 12.07% added for holiday pay)

**Location:** Abingdon Offices / Working from Home

**Job Type:** 90-day fixed term contract (up to 40 working days)

**JOB PURPOSE:**

Dementia Oxfordshire provides support for people living with dementia from the point of diagnosis until either end of life or a move away from independent living to residential care.

The DMA will develop Dementia Oxfordshire’s digital presence via our website, Facebook, and other social media. In particular the role will focus on strengthening the website to move it from a platform that provides factual information to one that demonstrates empathy with service users and develops a connection with the audience via user stories and two-way dialogue.

The DMA will work under the direction of the Head of Service and be supported by Age UK Oxfordshire’s Communications Manager. The DMA will develop the scope and content of our website to make it to the go to platform for guidance and self-help advice for people with dementia and their carers in Oxfordshire and elsewhere. The DMA will also help develop other social media platforms to promote our service and drive an audience to our website.

The DMA will support the service awareness and fundraising group to promote their activities and expand the quality and reach of our monthly email newsletter.

The main administrative tasks that need supporting are to:

1. Gather, edit and upload content and act as administrator for our Word Press website
2. Expand website functionality and content to make it more engaging and informative
3. Provide administrative support for our Facebook site. Gather, write and post content for them to develop our presence and support staff to contribute content
4. Investigate and develop other social media presence on other platforms
5. To help coordinate and further develop our monthly email newsletter
6. Contribute to and support the Awareness and Fundraising working group including administrative support
7. To support service communications and marketing as directed by the Head of Service
8. Coordinate with and provide support to the wider Age UK Oxfordshire organisation to manage Digital Media as required
9. Additionally, the DMA will need to:

* Work in accordance with Age UK Oxfordshire policies and procedures.
* Take a pro-active approach to personal learning and development.
* Attend team meetings, Age UK Oxfordshire staff meetings and other line management and training activities as appropriate.

1. The DMA may also be asked to conduct other duties relevant to the role or in support of Age UK Oxfordshire.

**Person Specification**

**Job Title: Digital Media Assistant**

**Department: Dementia Support Service**

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| **Specification** | **Essential Requirements** | **Desirable Requirements** |
| Qualifications/  Education/  Training: | * Good general standard of education to ‘A’ level standard or equivalent | * Degree level education * WordPress training |
| Relevant experience: | * Excellent computer skills including Microsoft: Excel, Word and Outlook * Experience in website content management and social media platforms | * Experience using WordPress * Experience managing a business Facebook page and Facebook group |
| Relevant knowledge/skills: | * Good oral and written communication skills * A high level of accuracy | * Familiarity with relational databases * Working knowledge of data protection |
| Personal attributes: | The ability to:   * Work to deadlines * Prioritise & work well under pressure * Work on own initiative and as part of a team * Good interpersonal skills, face to face, by telephone and email * Attention to detail | * Ability to teach colleagues content editing skills * Willingness to learn new skills |

Last updated: September 2021.