



Title: Job Description – Digital Content and Communications Executive

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Version 3

Job Title:	Digital Content and Communications Executive
Post:	Self-employed consultant
Accountable to:	BAA Publicity and Communications Board Lead and BAA President
Place of Work:	Flexible
Hours of Work:	Initially 24 hours per week to be reviewed 3 months after commencement
Salary:	£15 per hour

About The British Academy of Audiology

We are the largest association of professionals in hearing and balance in the UK. Our membership extends internationally and provides services in both the public and private sector.

The BAA aims to help its members to develop in their professional skills, provide a benchmark for quality and professional standards and promote Audiology as an autonomous profession.

Our website is currently under redevelopment but is located at www.baaudiology.org

1. JOB PURPOSE

Support BAA Board in delivering communications, engagement tools, creating and maintaining website content for members.

2. RESPONSIBILITIES

- Working with the wider BAA Board but in particular the Publicity & Communications team to execute a multi-media communication strategy and create and maintain current digital content for the BAA website.
- Be a champion for all things digital educating and driving adoption through BAA Board and it's members. Promote use of appropriate technology and innovation to improve efficiency and engagement.
- Support the creation of website material, maintain content, and functionality of the website, and ensure relevance, updating artwork where necessary. Ensure all content of the website is on brand.
- Proactively review website content and liaise with relevant Board members for updates, build new content pages and archive content as required.
- Primary contact for SpinDogs the website developers to ensure functionality of website and fitness for purpose.
- Proactively build strong working relationships with Board directors and other stakeholders to seek out opportunities to build digital content to support BAA strategy and member needs.
- Drive engagement with members through regular, relevant and informative communications using a variety of platforms.
- Support in the delivery of a calendar of key messages to maintain awareness and confidence amongst members.
- Strive to improve and measure website visits, page views and duration of visit rates on the website. Seek feedback to continually improve content for members.
- Horizon scan Audiology and other relevant stakeholder websites and communications for new material

3. PERSON SPECIFICATION - DESIRABLE

- A passion for digital media and the role it plays to support communities
- A natural communicator with the ability to build relationships across teams.
- Strong organisational skills with the ability to work independently
- Digital experience, with a proven track record in developing digital platforms
- Experience of content editing on a WordPress environment.
- Experience of delivering internal and external communication campaigns
- Great design skills and experience of using InDesign and Photoshop
- Proven video production skills
- Knowledge of print production processes
- Excellent creative and copywriting skills

- Exceptional attention to detail
- Excellent command of English language – grammar, spelling and punctuation
- A keen eye for attention to detail and tenacity for accurate results.
- Experience in a digital health care field.

I. EQUALITY, DIVERSITY AND INCLUSION

BAA is committed to promoting and integrating a culture of equality, diversity and inclusion within the Academy. BAA will respond to the needs of BAA members and will challenge prejudice and discrimination.

The 2010 Equality Act defines discrimination as treating a person less favourably than someone else, where the reason for less favourable treatment is one or more of the following characteristics: age; disability; gender reassignment; marriage or civil partnership; pregnancy and maternity; race; religion or belief; sex or sexual orientation.

II. CONFIDENTIALITY

As a contractor of BAA you must maintain the confidentiality of information entrusted to them by the BAA and any other non-public information relating to the BAA and its members that comes to them, from whatever source, in their capacity as a contractor to BAA, except when disclosure is authorised i.e. once minutes have been agreed and signed off or legally mandated.

III. PROTECTION AND PROPER USE OF COMPANY ASSETS

The contractor must protect the BAA's assets and ensure their efficient use. These assets should be used only for legitimate business purposes.

BAA: Publicity and Communications Board Lead Date:

**Digital Content and Communications
Executive:**

Date: