

Job Description

Job title:	Digital Communications Officer
Reports to:	Brand and Marketing Manager
Responsible for:	No Direct line management responsibility

Role Overview

We make moments that matter by truly caring about our customers and ensuring they are at the heart of everything we do.

Like us, you are committed to exceptional customer service, and working hard to ensure our customers feel valued, heard, and supported. We deliver affordable homes and build better futures by actively listening to the needs and aspirations of our customers. We work to create communities where people feel safe, secure, and empowered. By fostering open communication, offering tailored services, and continually striving for excellence, we all aim to build lasting relationships that go beyond housing – enhancing lives and contributing to thriving, vibrant communities where everyone can feel good to be home.

As the Digital Communications Officer, you will play a key role in enhancing Accent's online presence and digital reputation. You will manage the day-to-day operations of our social media platforms and website, ensuring that all content is aligned with our brand and strategic goals. Your focus will be on creating engaging digital content that drives audience interaction, builds the association's profile, and supports customer satisfaction. You will be responsible for developing innovative social media strategies, curating content, and ensuring the website remains a dynamic and informative resource for customers and stakeholders.

framework underpins this and helps provide focus and clarity around the behaviours and attributes that are expected at Accent. Our focus on value for money ensures that we continue to spend wisely, work productively and make the best use of our resources. This is all about how we do things: it's what we expect everyone to embrace and work towards in their roles.

As the Digital Communications Officer, you will embrace these values by demonstrating creativity and smart digital thinking. You will be driven to enhance our online presence through innovative content strategies, while caring about how our brand is represented in the digital landscape. Through inclusivity, you will ensure that all digital communications resonate with our diverse audiences, promoting positive engagement and dialogue. By reflecting Accent's values in your work, you will help shape a welcoming and engaging digital environment for customers and stakeholders alike.



Core Values Alignment

We live and breathe our values. We are Smart, Driven, Caring, and Inclusive. Our colleague and leader competency

Key Responsibilities and Duties

- Working with the Brand and Marketing Manager, bring to life the social media strategy by taking responsibility for the day-to-day management of our platforms (LinkedIn, Instagram, Facebook)
- Conduct keyword research and implement SEO best practices to improve content visibility and search engine rankings.
- With the support of our in-house design function, create strong multi-media content to populate our online channels (video, GIFS., photography).
- Oversee our social media content calendar working closely with members of the wider team to cross pollinate other communication efforts.
- Update and add content to the website, ensuring sign-off through our strong content governance framework.
- Be experienced in producing online PR and brand-building website stories.
- Have oversight of our online reviews and manage accordingly working across the business to formulate appropriate responses.
- Work closely with our contact centres to ensure day to day customer enquires received through social media channels are managed appropriately.
- Work closely with our Talent and Acquisition Team to build a strong online employee brand to actively promote Accent as a great place to work.
- Monitor Google Analytics and introduce tactics to ensure our content is having the desired effect of contributing to increasing engagement, reach and impact of our online communications.

The must haves:

- Experience in managing social media platforms and creating engaging online content as part of an in-house team or agency.
- Excellent copywriting and editing skills, with a strong eye for detail.
- Proven experience in SEO best practices and keyword research to optimise web content.
- Strong working knowledge of content management systems (CMS), particularly WordPress and Umbraco.
- Proficiency in using Google Analytics to track performance and inform digital strategies.
- Ability to create and edit multimedia content, including video and images, using digital design tools.
- A self-starter attitude with the ability to work independently and in a fast-paced environment.

The added extras:

- Experience in the housing or not-for-profit sector.
- Knowledge of online PR strategies and managing brand reputation through digital platforms.

This role description highlights key responsibilities but is not exhaustive. Colleagues will agree on priorities with their Line Manager and are expected to work flexibly, supporting the team and working collaboratively across teams to deliver outstanding results for our customers. Working together as one team is our norm at Accent and reflects how we achieve success and meet the organisation's evolving needs.

We work flexibly and on an agile basis. We design our work around the customer with the focus being on ensuring we deliver the best possible service to our customers and to the best of our abilities. How and where you work will be agreed with your line manager to achieve the best outcome for both the organisation and for you, wherever possible.