

# *Inspired Minds*

WEB AND DIGITAL OFFICER JD

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# Inspirited Minds

## Web and Digital Officer JD

**Job Title:** Web and Digital Officer

**Team:** Communications

**Hours:** 5 hours per week (mostly remotely with monthly meetings in London)

**Duration:** Permanent

**Purpose:** The Web and Digital Officer will maintain the organisation's website, increase online presence and inbound enquiries, manage weekly email communication to newsletter subscribers and Google AdWords campaigns.

### Responsibilities

- Maintain the organisation's website including a cohesive design, content, graphics, technical aspects, admin tools, etc.
- Manage the organisation's blog working with the Communications team members.
- To be involved when necessary in the creation of content and loading onto the WordPress content management system.
- Responsible for Inspirited Minds weekly email communication using email software.
- Use a variety of tools, approaches, and work with others, to increase website traffic, inbound enquiries, and other online marketing presence.
- Perform search engine marketing and search engine optimisation duties working with third party tools such as Google Adwords and Google Analytics.
- Act as an advocate where needed and provide information and advice to individuals and families affected by mental health problems.
- Work with their team and line manager to achieve frequent, timely and positive outcomes.
- Relay updates as and when required by their line manager.
- Ensure all due diligence is carried out with regards to work carried out.
- Conduct all tasks with regards to any and all relevant legislation, policies and procedures.
- Maintain a high degree of professionalism, privacy and confidentiality at all times.

### Team Work

- To ensure confidentiality and privacy are never breached.
- To attend and participate in meetings.
- To work respectfully and cooperatively with colleagues, taking on board suggestions and recommendations.
- To attend any training to progress in individual professional development.
- To participate and take on any further tasks in relation to the post, which may benefit Inspirited Minds.