

Digital Marketing Officer

Candidate information pack

Together we make it possible



We are Affinity Trust.

Affinity Trust is a social care provider and charitable organisation working in England and Scotland. With more than 30 years of experience, we specialise our support to people living with learning disabilities, autism, and other assessed needs.

Since we were established in 1991, we have been steadily growing and expanding our services to ensure that more people can live an active and fulfilling life.

Our organisation is a registered provider with the **Care Quality Commission** in England and the **Care Inspectorate** in Scotland.

We are a registered charity in **England and Wales** and in **Scotland** and operate as a company limited by guarantee registered under the Companies Act of 1985.

Our approach

At Affinity Trust, we are all about possibilities.

The people we work with have goals to achieve and milestones to reach.

We plan, communicate, and deliver with and alongside people, not for or in place of them.

By challenging harmful assumptions and championing positive change, we empower people to live the life they choose.

We build meaningful relationships and make connections in our communities. We are bold, passionate, and creative in exploring different ways of doing things.

At Affinity Trust, it is possible to live your life, your way.

It is possible to feel ambitious and supported. Courageous and reassured. Independent and encouraged.

It's not one or the other.

Together we make it possible.



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Purpose

Our purpose is supporting people to live their lives, their way.

Our values



People are at the heart of everything we do.

We listen, we learn, we build on strengths



We give our best.

What we do matters. Good days and bad. We take responsibility.



We work together.

We are one team and value people's strengths and differences. We are open and trusting with each other.



We have courage.

We try new things. We are creative and adaptable.

Job Title: Digital Marketing Officer

Reports To: Senior Marketing & External Affairs Manager

Job Purpose

The Digital Marketing Officer will support the delivery of a consistent, engaging and accessible digital presence that reflects Affinity Trust's values, services and agreed organisational priorities. This is a hands-on delivery role, focused on supporting the day-to-day coordination, creation, publication and evaluation of digital content across the organisation's key channels.

Working as part of the Marketing and Communications function, and under the direction of the Senior Marketing and External Affairs Manager, the postholder will maintain and update website and social media content, support agreed search engine optimisation (SEO), generative engine optimisation (GEO) and pay-per-click (PPC) activity, including Google Ads, and help strengthen the organisation's online visibility and engagement.

The role will support digital activity linked to a range of organisational priorities, including recruitment, public affairs, stakeholder engagement and commercial activity. The postholder will work with colleagues across the organisation to gather stories, information and content, helping to maintain a varied and regular flow of accurate, relevant and engaging material.

The postholder will use website, social media and digital advertising analytics to monitor performance, prepare updates and identify practical opportunities to improve content and engagement. They will contribute ideas for digital content and activity, follow agreed processes, budgets, targeting and campaign objectives, and escalate issues where appropriate.

Key Responsibilities

Website management

- Coordinate day-to-day website content and updates, working with the external agency and Senior Marketing and External Affairs Manager to support functionality, accessibility and alignment with brand guidelines.
- Use Google Search Console and GA4 to monitor website traffic, user engagement and search performance on key terms, working with the Senior Marketing and External Affairs Manager to identify practical opportunities for improvement.

- Action regular website updates, ensuring accuracy, relevance and alignment with brand tone of voice.
- Support the implementation of agreed SEO and GEO activity to improve online visibility and reach.
- Produce and update website content with the Senior Marketing and External Affairs Manager and other colleagues, ensuring it supports agreed plans and organisational priorities.

Social media content and community management

- Contribute to the delivery and development of agreed social media plans by creating and scheduling platform-specific content in line with agreed objectives.
- Work with the Senior Marketing and External Affairs Manager to support processes and practices that enable colleagues across the organisation to contribute content and strengthen Affinity Trust's social media presence.
- Create engaging and accessible content that reflects the brand's tone of voice and values, targeting a range of audiences and stakeholders including people we support, families, commissioning teams and public affairs professionals.
- Support day-to-day social media community management, responding to comments and messages appropriately and escalating issues where needed.
- Monitor relevant social media trends, conversations and opportunities, contributing ideas for timely and appropriate content.
- Support the delivery and monitoring of organic and paid campaigns, including social media advertising, to support recruitment, commercial initiatives and awareness-raising activity, working to agreed objectives, budgets and briefs.

Content creation and digital PR

- Create engaging, accessible and visually appealing content, including text, images, video and infographics, tailored to different platforms and audiences and aligned with brand tone of voice.
- Ensure consistency of messaging and branding across all online channels.
- Support agreed digital PR activity by preparing and publishing content that contributes to campaigns, partnerships and positive stakeholder engagement.
- Support the Senior Marketing and External Affairs Manager by preparing targeted digital content for public affairs and stakeholder engagement activity.

Analytics, evaluation and improvement

- Monitor digital performance metrics and prepare regular updates on website, social media and campaign activity.
- Review digital performance data and identify practical opportunities for improvement, working with the Senior Marketing and External Affairs Manager to inform activity plans and work schedules.
- Monitor competitor activity and emerging digital trends, sharing relevant insights to support future planning.

Cross-organisational support

- Provide practical digital marketing support to other areas as required, including Recruitment, Internal Communications, Operations, Commercial and Fundraising.
- Collaborate with colleagues to gather information, clarify requirements and help ensure digital content meets agreed organisational needs and objectives.

Governance and reporting

- Contribute data, insights and updates to regular reports on digital performance, including relevant trends, opportunities and risks.
- Ensure day-to-day digital activity complies with relevant legislation, organisational policies and best practice, escalating issues where appropriate.

Person specification

	Essential	Desirable
Values	Demonstrates organisational values: • People at the heart of everything we do We listen, we learn, we build-on strengths. • We give our best. What we do matters. Good days and bad, we take responsibility. • We work together. We are one team and value people's strengths and differences. We are open and trusting with each other. • We have courage. We try new things. We are creative and adaptive.	
Skills and experience	• Experience creating, publishing and updating digital content for websites and social media channels for an organisation or brand. • Good writing, editing and proofreading skills, with the ability to adapt content for different audiences, platforms and purposes. • Working knowledge of website content management, SEO	• Experience working in the health, social care or non-profit sectors. • Understanding of the social care market, particularly services for people with learning disabilities.

	Essential	Desirable
	principles and social media best practice. • Ability to use digital analytics tools, such as GA4, Google Search Console or social media insights, to monitor performance and identify practical improvements. • Experience supporting organic and/or paid digital campaigns within agreed plans, budgets and objectives. • Ability to create or adapt simple visual content using appropriate tools, ensuring content is accessible, accurate and aligned with brand tone of voice. • Strong organisational skills, with the ability to plan, prioritise and manage multiple tasks and deadlines. • Good communication and interpersonal skills, with the ability to work collaboratively with colleagues across teams. • Awareness of safeguarding, accessibility and ethical considerations in digital communications and online community management. • Attention to detail and a commitment to accurate, inclusive and accessible communication.	• Knowledge and understanding of issues affecting people with learning disabilities and their families. • Experience working with website agencies, external creative suppliers or paid media partners. • Experience supporting paid advertising activity across platforms such as Meta, LinkedIn or Google Ads. • Practical skills in photography, videography or graphic design. • Familiarity with accessible communication formats, such as Easy Read, UserWay, Recite Me or ReachDeck, and inclusive design principles. • Understanding of GEO, LLMs and how developments in search and AI may affect digital visibility, brand and the sector. • Familiarity with public affairs in the learning disability sector. • Experience using social listening tools.
Qualifications	• Degree or equivalent experience in digital marketing, communications, media or a related field. •	• Professional qualification in digital marketing, SEO, social media or analytics • Training in accessibility and inclusive communications

	Essential	Desirable
Other	• Able to work in a values-led way, with a commitment to improving the lives of people with learning disabilities. • Able to manage competing priorities and adapt to changing needs while maintaining quality and accuracy. • Collaborative and team-oriented, with the ability to build effective working relationships. • Able to communicate clearly and appropriately with different audiences. • Able to handle sensitive issues with integrity, professionalism and sound judgement. • Willing to try new approaches and contribute creative ideas within agreed plans and objectives.	• Passionate about equality, diversity and inclusion in all aspects of communication. • Full UK driving licence and willingness to travel nationally to create content with local teams, including overnight stays when required.

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