

Job Description – Digital Content Officer

Reports to: Head of News & Media
Based: Home Based
Hours: Monday to Friday inclusive, from 8.30am – 4.30pm (totalling 35 hours per week)

Who we are.

The RHA is a member-led trade association supporting people and businesses in the road transport industry.

Find out more about us and our values on our website <https://www.rha.uk.net/>.

At the RHA we believe that through collaboration and being a supportive, trusted partner, we can achieve great things. Our hybrid working approach allows our people to work both in our office locations and at home, providing flexibility and resources to succeed in your role.

At the RHA, our Equity at work strategy is aligned to our company values and who we are. We are committed to driving inclusion for all; aspiring to create a workplace that is fully representative of the communities and members we serve.

What you'll do.

The Digital content officer is responsible for running content for our channels – social media, website news section and member newsletter. You'll work as part of a dynamic virtual media office.

You'll have creative ideas for the development of these and other channels.

You'll have first-class communication skills, exemplary team player and a strong track record in PR or journalism.

Be able to quickly understand transport industry issues and priorities and write with authority.

Experience in providing high quality content for social media channels and managing interaction with followers.

Good experience in using analytics to improve channel engagement.

First class writing ability – able to work accurately at speed and provide versioned content for each channel.

Strong visual skills – video and stills – and the ability to edit that content.

You'll oversee our weekly newsletter that goes out to 13,000 contacts – so strong subbing, headline writing and production skills are important.

Key responsibilities and duties:

- Assign, edit, and create content for RHA channels, including: website, weekly newsletter, social media platforms and magazine
- Increase our profile and engagement on our channels
- Plan and execute communication campaigns
- Maintain an editorial calendar and ensure timely execution of content deliverables
- Evaluate content performance using data analytics to drive decision-making
- Representing the department in external and internal meetings and projects
- Report on industry events

Key skills:

- The ability to work under pressure to tight deadlines and rapidly shifting editorial priorities
- Build relationships with internal and external stakeholders
- Strong digital production skills
- First class communication skills
- Strong copy subbing and proofreading skills
- Eye for detail and creativity with visual journalism
- Able to work well alone or in a team

What we offer.

We believe that taking care of our employees is the key to their success. That is why we offer an excellent remuneration and benefits package, 25 days holiday entitlement plus bank holidays for full-time employees and paid leave for charity projects. You can also purchase additional holiday.

We offer an extensive benefits package including private medical and dental insurance following completion of probation, Cycle scheme, monthly prize draw, Medicash and pension schemes.

We take pride in our commitment to supporting you at every stage of your career by providing top notch learning and development pathways.

If you require any reasonable adjustments or have an accessibility request as part of your recruitment journey, for example, extended time or breaks during interviews or assessments, a sign language interpreter, or assistive technology, please contact our HR team for further support. We are proud to be a Disability Confident Employer.



General Responsibilities:

All employees of the RHA have the following responsibilities:-

Health and Safety

- To take responsibility for your own health, safety and welfare, being conversant and ensuring compliance with the organisation's policies and procedures

Training and Development

- To undertake all reasonable training, learning and development activity designed to support you in your role

Diversity and Equality

- To be responsible for your own behaviour and act in a manner that avoids and discourages any form of discrimination or harassment

Quality Policy

- To be responsible for the activities required to support the organisation's Quality Policy

Data Protection Policy

- To be responsible for the activities required to support the organisation's Data Protection Policy.

Employee's Signature:

Date:

Manager's Signature:

Date:

Review Date:

Date: