

## JOB DESCRIPTION

<b>Job title:</b>	Dementia Oxfordshire Service – Digital Media Assistant (DMA)
<b>Reporting to:</b>	Head of Service (Digital Media Officer will oversee work on a day-to-day basis)
<b>Responsible for:</b>	N/A
<b>Work hours:</b>	21 hours per week (Flexible)
<b>Salary:</b>	£10.50 - £11.75
<b>Location:</b>	Abingdon Offices / Working from Home
<b>Job Type:</b>	Permanent

### **JOB PURPOSE:**

Dementia Oxfordshire provides support for people living with dementia from the point of diagnosis until either end of life or a move away from independent living to residential care. Dementia Oxfordshire is a service provided by Age UK Oxfordshire (AUKO).

The DMA will support Dementia Oxfordshire's digital presence via our website, Facebook, and other social media. They will support the service's administration team and liaise with the AUKO communications team to coordinate media activities.

The role will focus on making sure website information is up to date, accurate and demonstrates empathy with service users. The DMA will also work with the Digital Media Officer (DMO) to promote our service through helpful and engaging content on a variety of platforms. The DMA will support the service fundraising and awareness group to promote their activities.

Additionally, the DMA will work half a day a week to help with administrative tasks for the service. This includes processing referrals through Age UK Oxfordshire's and Dementia Oxfordshire's customer relations management platforms.

The DMA will work closely with the DMO and under the direction of the Head of Service and also be supported by Age UK Oxfordshire's Marketing and Communications Manager.

The main administrative tasks that need supporting are to:

1. Gather, edit and upload content and act as an administrator for our Word Press website
2. Work with the DMO to expand website functionality and content to make it more engaging and informative

3. Provide administrative support for our Facebook page. Work with the DMO to create and post content for Dementia Oxfordshire Facebook and AUKO twitter.
4. Provide support to the DMO for producing our monthly email newsletter by collecting and writing newsletter content.
5. Contribute to and support the Awareness and Fundraising working group including administrative support.
6. To support service communications and marketing as directed by the Head of Service
7. Provide administrative support to the service by processing referrals half a day a week
8. Coordinate with the AUKOs Marketing and Fundraising team, in particular to provide support to manage and coordinate Digital Media platforms across the organisation. To work with this group to assist in bringing the organisations Marketing and Communications Strategy to life.
9. Additionally, the DMA will need to:
  - Work in accordance with Age UK Oxfordshire policies and procedures.
  - Take a pro-active approach to personal learning and development.
  - Attend team meetings, Age UK Oxfordshire staff meetings and other line management and training activities as appropriate.
10. The DMA may also be asked to conduct other duties relevant to the role or in support of Age UK Oxfordshire.

## Person Specification

**Job Title: Digital Media Assistant**

**Department: Dementia Support Service**

<b>Specification</b>	<b>Essential Requirements</b>	<b>Desirable Requirements</b>
<u>Qualifications/ Education/ Training:</u>	<ul style="list-style-type: none"> <li>• Good general standard of education to 'A' level standard or equivalent</li> </ul>	<ul style="list-style-type: none"> <li>• Degree level education</li> <li>• WordPress training</li> </ul>
<u>Relevant experience:</u>	<ul style="list-style-type: none"> <li>• Excellent computer skills including Microsoft: Excel, Word and Outlook</li> <li>• Interest in website content management and social media platforms</li> </ul>	<ul style="list-style-type: none"> <li>• Experience using WordPress</li> <li>• Experience managing a business Facebook page and Facebook group</li> <li>• Experience using website content management</li> <li>• Experience creating social media content, through tools such as Canva</li> <li>• Experience using customer relations management software</li> </ul>
<u>Relevant knowledge/skills:</u>	<ul style="list-style-type: none"> <li>• Good oral and written communication skills</li> <li>• A high level of accuracy</li> </ul>	<ul style="list-style-type: none"> <li>• Familiarity with relational databases</li> <li>• Working knowledge of data protection</li> </ul>
<u>Personal attributes:</u>	<p>The ability to:</p> <ul style="list-style-type: none"> <li>• Work to deadlines</li> <li>• Prioritise tasks &amp; work well under pressure</li> <li>• Work on own initiative and as part of a team</li> <li>• Good interpersonal skills, face to face, by telephone and email</li> <li>• Attention to detail</li> </ul>	<ul style="list-style-type: none"> <li>• Ability to teach colleagues content editing skills</li> <li>• Willingness to learn new skills and take feedback on board</li> </ul>

Last updated: June 2022