DIGITAL ASSISTANT

JOB DESCRIPTION AND PERSON SPECIFICATION
1. Job details

Job title: Digital assistant

Responsible to: Digital content and experience manager

Directorate/Department/Team: Planning and resources/Digital and communications

2. Job purpose

To assist in producing, publishing and maintaining high-quality, optimised content across NCVO’s suite of websites, handle enquiries and troubleshoot problems for internal and external customers.

3. Dimensions

This role is one of two digital assistants supporting the digital team, working particularly closely with the digital content and experience manager and the digital content editor.

Works to ensure the smooth running of NCVO’s websites and to manage, edit and sometimes create content.

As part of the digital and communications team, the role works across the organisation to manage the publishing of content, report on digital services and websites, and troubleshoot problems.
4. Organisation chart

5. Main accountabilities of the post

1. Research, write, edit, proofread, publish and maintain high-quality digital content across NCVO’s suite of websites using several different content management systems

2. Respond to user queries and troubleshoot website issues for both internal and external customers; assist in diagnosing bugs and gathering requirements for website features

3. Prepare files for use online, such as images, PDFs and presentations

4. Ensure all content is optimised, tagged and tracked appropriately according to standards set by digital content and experience manager

5. Use data analytics packages and CRM systems to manage data and produce analysis reports

6. Support on projects as delegated by the digital content team, and lead small digital content projects in liaison with stakeholders across the organisation

7. Support online events and assist with editing and publishing of multimedia content
8. Support and contribute ideas to the ongoing development and optimisation of NCVO’s websites, including assisting with user research and testing of new software and website features

9. Manage all work-related contacts and projects on NCVO’s CRM system and digital tools, and keep team planners and wiki up to date

6. Work context

Each day, millions of people make a difference to the causes they believe in through voluntary organisations and volunteering.

This thriving voluntary sector and volunteer movement are essential for a better society – especially in times of challenge and change.

That’s why, inspired and empowered by our 12,000 members, NCVO champions the voluntary sector and volunteering. We do this by connecting, representing and supporting voluntary organisations, from the smallest community groups to the largest charities.

The planning and resources department is one of three departments at NCVO. The department’s objective is to provide high quality, customer focused services that enable NCVO trustees and staff to achieve the organisation’s aims.

The digital and communications team leads and develops NCVO’s digital and online work, including:

- turning NCVO’s strategy into an effective programme of digital work
- increasing NCVO’s digital maturity, managing changes in governance and delivery methodology to ensure digital products and services are effective
- management of new product development and maintenance of a large portfolio of existing products
- content strategy
- online engagement culture and practices
- digital literacy, skills and confidence across the organisation
- communications campaign planning across email and social media.

The team leads and develops other communications functions, including:

- development and use of NCVO’s brand, including brand positioning, visual identity and tone of voice
- commissioning and production of publications (both print and digital)
Job description

- management and/or sign off all design projects
- management and development of our CRM.

The other two departments are:

- enterprise and development
- public policy and volunteering.

NCVO is an equal opportunities employer and is Positive about Disabled People.

7. Autonomy and decision-making

The post holder is responsible for managing their own workload, and has day-to-day responsibility for publishing digital content, working to priorities set by the digital content and experience manager.

8. Communications

The post holder communicates both internally and externally with a wide range of people.

Internal

The post holder will liaise with internal stakeholders to publish website content and report on website usage and traffic.

The post holder works closely with the rest of the digital and communications team to ensure consistency across all of NCVO’s websites.

External

The post holder liaises externally with content creators and suppliers/partners.

The post holder will offer customer support for external customers who have enquiries.

9. Main areas of difficulty

The post holder is working on a large portfolio of websites and will be expected to be an advanced user of a range of different content management systems, web applications and analytics packages. They will be required to learn new software quickly, and troubleshoot problems for internal and external customers that may be novel and require original solutions.
The post holder will often be the final person to handle content before it is published, so will need to have a high level of attention to detail and accuracy.

10. Essential knowledge and skills required

Knowledge

1. Formal training or qualification – or equivalent – that demonstrates analytical skills
2. Excellent up-to-date grasp of digital technologies including a working knowledge of CMSs and HTML

Skills

3. Strong interpersonal and communication skills (written and verbal)
4. Editing copy and images for digital platforms
5. Able to learn new software packages quickly and troubleshoot technical problems
6. Excellent attention to detail to ensure professional end product

Experience

7. Working with websites and content management systems
8. Working collaboratively as part of a team

11. General information

To, at all times, adhere to NCVO’s policies on:

- equal opportunities
- diversity and dignity at work
- health and safety
- confidentiality
- no smoking
- environment and sustainability.