

Job Title:	Digital Communications Manager
Reports to:	Head of Communications
Location:	Hybrid (minimum 2 days per week in Shaw House, Oxford)
Contract:	Full time, permanent position (35 hrs per week)
Salary:	£41,000–£45,000 depending on experience

About RABI

RABI is the charity at the heart of farming, providing expert mental health and wellbeing support, as well as financial, emotional and practical help to farming people in England, Wales and Northern Ireland.

Our team is based across England and Wales and work closely with their extensive regional networks of specialist partners, local authorities and support organisations. The charity's grants empower farming people to become financially resilient, and their expert mental health support builds emotional resilience to help farming people feel better equipped to tackle the many uncertainties and challenges that our farming communities face today.

Summary of the role and key purpose

RABI is seeking a talented and experienced Digital Communications Manager to play a key role in evolving our digital communication strategy and online presence. Reporting to the Head of Communications, the role involves overseeing all aspects of digital communications, managing social media platforms and coordinating the development of engaging content across multiple channels. The Digital Communications Manager will play a vital role in strategizing, executing, and evaluating digital initiatives to effectively convey RABI's mission and impact. The new role will also project manage the development of a new RABI website.

This is a fantastic opportunity to help transform how RABI delivers its digital communications whilst working as part of a vibrant and supportive Communications team.

Key Responsibilities:

Digital Strategy Development

- Develop and implement a comprehensive digital communications strategy aligned with RABI's organisational aims.
- Identify new digital trends and technologies to enhance RABI's digital presence.

Social Media Management

- Manage and grow RABI's national social media accounts (Twitter, Facebook, Instagram, LinkedIn) to increase quality engagement and followers.
- Develop and own RABI's social media content calendar, working with internal departments and external partners to ensure monthly content is written and mapped in advance.



- Audit and redesign RABI's regional and local RABI social media accounts, developing toolkits and guidance for RABI's Volunteering team.
- Create compelling and shareable content, including graphics, videos, and articles to effectively communicate RABI's initiatives and success stories.
- Collaborate with RABI partners to create eye-catching social media content for media announcements.

Internal Communications

- Support and help to develop RABI's internal comms platform

Website Management and Development

- Project manage the development of a new website for RABI, working closely with the IS team and external web developers to create a multi-purpose site integrated with RABI's new CRM.
- Oversee the transition to the new website, ensuring a seamless user experience and alignment with RABI's brand identity.
- Ensure the website is optimised for search engines, accessibility and user engagement.

Content Creation

- Produce and/or share high-quality and engaging digital content, including blog posts, website articles, videos, and infographics, to promote RABI's programs and events.
- Coordinate with internal teams and external partners to gather content and stories from the farming community.

Data Analysis and Reporting

- Analyse digital communication metrics and use insights to refine strategies, enhance engagement and measure the impact of online initiatives.
- Prepare monthly social media reports for the Head of Communications to share as part of a monthly comms update to staff, highlighting successes and key performance indicators.

Stakeholder Engagement

- Collaborate with internal departments and external agencies to create online campaigns and appeals, driving engagement, support and fundraising opportunities.
- Build and maintain relationships with influencers, ambassadors, partners and supporters to expand RABI's reach and impact.

Crisis Management:

- Monitor social media channels and respond promptly to comments, messages, and inquiries, including managing any negative feedback or crises effectively and professionally.

Key Relationships:

Internal: Communications Team and other relevant departments including Partnerships, Fundraising, Volunteering and Service Delivery

External: External service providers, partners, and stakeholders in the agricultural sector.



Person Specification:

Essential:

- Bachelor's degree in Communications, Marketing, Digital Media or a related field.
- Proven experience (minimum 5 years) in digital communications, social media management, content creation, strategy creation and website development.
- Demonstrated experience in project managing website development projects, ensuring successful implementation and seamless user experience.
- Strong understanding of digital marketing principles, including SEO, analytics tools, and emerging trends in the digital space.
- Exceptional writing and editing skills with the ability to produce engaging content tailored for various online platforms and diverse audiences.
- Excellent organisational skills with the ability to manage multiple projects and deadlines in a dynamic environment.
- Expertise in SEO strategies and implementation to enhance visibility and ranking of RABI's content.
- Proven ability to collaborate effectively with internal teams and external partners
- Flexible and adaptable work approach, able to adjust to changing priorities and work independently in a hybrid and remote work environment.
- Prior experience in effectively managing online crises and responding to negative feedback on social media

Desirable:

- Knowledge and experience of Microsoft Dynamics 365 – Customer Insights
- Previous experience of using Meltwater
- Previous experience in a charitable or nonprofit organisation.
- Knowledge of the agricultural sector and farming communities.
- Experience in training and capacity-building initiatives

This role profile is not exhaustive and is subject to review in conjunction with the post holder according to future developments at RABI

RABI is proud to be an equal opportunity employer and aims to ensure that all employment practices secure equality of opportunity and that no prospective or current employee receives less than favourable treatment at RABI as a result of their sex, sexual orientation, age, race, religion, belief, ethnic origin, disability, marital, or for any other reason which cannot be shown to be justifiable. Our recruitment process strives to ensure that individuals are selected only based on their relevant skills, experience, qualifications and abilities.