



JOB DESCRIPTION

POST:	Media & Connections Worker
ACCOUNTABLE TO:	Dementia Friendly Keighley (DFK) Board
RESPONSIBLE TO:	DFK Project Manager
SALARY:	£20,475 pa pro rata £8,736 actual
HOURS:	16 hours per week over 3 days (Days to be discussed). Possible additional hours given by agreement
HOLIDAYS:	28 days plus bank holidays pro rata (115 hours actual PA)
SPECIAL CONDITIONS:	Based at Dementia Friendly Keighley Information and Support Centre (DFK I&S Centre)
CONTRACT START DATE	
CONTRACT REVIEW DATE	
PENSION OFFERED	Via Nest (Government Workplace Pension Scheme)

KEY PURPOSES OF THE POST

- To manage all Dementia Friendly Keighley social media accounts and website
- To create content and promote our YouTube Channel
- To produce regular press and other media releases
- To promote the support available from DFK to a range of different end clients, general public, people living with dementia, their loved ones and carers, GPs, Social Prescribers and our wide network of partner agencies
- To assist with the Helpline when needed
- To staff the Information Centre when necessary

1. MAIN DUTIES AND RESPONSIBILITIES

- a) Creating engaging social media and marketing campaigns utilising digital channels such as Instagram, Facebook, YouTube, Twitter, LinkedIn and the Dementia Friendly Keighley website.
- b) Managing and regularly evaluate reach and impact of DFK social media accounts and our wider promotional work, including content creation, scheduling, and growth strategies
- c) Undertaking graphic design for a variety of projects, for both digital campaigns and print media
- d) Managing online advertising and creating and distributing press releases and articles relating to Dementia across the web, social media and news and other media outlets
- e) Keep ahead of developments with social media tools, trends and applications while

taking an innovative and creative approach to social media and marketing.

- f) Work closely with the DFK Volunteer Lead to identify promotional opportunities for a DFK stall and/or talks at local events such as fayres, festivals and other such public events.

2. Other requirements of the role

- a) To liaise with colleagues and attend team meetings
- b) To liaise on a weekly basis with the DFK Manager
- c) Evening and weekend work is not a requirement of the role although it may suit the applicant to work within those hours by prior agreement

3. About you

This role requires you to work independently & proactively, you'll need the ability to effectively manage and organise yourself as well as an extremely varied and at times challenging workload. You will need to be both pro-active, creating promotional ideas and opportunities, and responsive, reacting to issues and opportunities to promote DFK as they arise. You will have strong content creation and design skills including content writing and graphic design. You will have the ability to maintain focus and ensure accuracy and attention to detail at all times. You will have naturally strong communication and team working skills with a client focussed attitude.

	Essential	Desirable
High standard of education	√	
Detailed understanding of, and hands-on experience of using a range of social media platforms	√	
Ability to build good working relationships with other partner agencies; DFK volunteers, staff and Trustees	√	
Ability to build good working relationships with local and District -wide news and media outlets	√	
Ability to show compassion & empathy with people affected by Dementia	√	
Understanding of Dementia or a willingness to undergo training to expand knowledge and understanding	√	
High level communication skills : both written and oral	√	
Experienced at photography		√

Proven videographer skills		√
Ability to speak other community languages representative of our town		√
Patient and able to teach others to use IT.	√	
Committed to Equal Opportunities	√	
Understanding of the wider VCS and partners		√