



Communications Officer

Job Description

1. Role purpose

The Digital Marketing Officer will lead on digital communications and marketing activities to enhance awareness of Sevenside Community Rail Partnership (SCRP), promote sustainable travel, support community engagement, and showcase the Partnership's projects and impact. The postholder will help to shape the digital marketing strategy, create engaging and accessible digital content, manage online platforms, and support campaigns that strengthen connections between the local railway, local communities, and partner organisations.

2. Key Responsibilities

Digital Communications & Content Creation

- Manage, develop, and maintain SCRPs website and social media channels (e.g. Facebook, Instagram, LinkedIn).
- Create engaging content including photography, video, graphics, blogs, and project updates.
- Produce email newsletters and digital updates for stakeholders and community groups.
- Write clear, accessible, and compelling copy tailored to diverse audiences.

Marketing & Campaign Delivery

- Plan and deliver digital marketing campaigns promoting sustainable travel, local events, rail safety, accessibility, and community projects.
- Use analytics tools to track campaign performance and inform improvements.

Community & Stakeholder Engagement

- Promote community events, volunteering opportunities, and partnership projects through digital channels.

- Collaborate with a wide range of organisations including voluntary groups, tourism bodies, and transport partners to share content and expand digital reach.
- Support public engagement activities, sometimes attending events or capturing content at locations on and around the local rail network

Brand Management & Creative Development

- Ensure all digital content follows SCRP brand guidelines and accessibility standards.
- Develop creative assets (graphics, posters, short videos) that reflect the Partnership's identity and values.
- Maintain a library of photos, videos, and case studies.

Monitoring & Reporting

- Monitor website analytics, social media insights, and campaign metrics to produce regular performance reports.
- Identify opportunities for growth, audience engagement, and new digital approaches.
- Stay updated on digital marketing trends

General Responsibilities

- Contribute to the wider aims and objectives of SCRP.
- Support team members with communications duties when required.
- Uphold safeguarding, equality, diversity, and environmental sustainability values.
- Represent SCRP professionally with all stakeholders and partners.

Personal Specification

Essential Skills & Experience

- Experience managing social media platforms for an organisation or brand.
- Strong copywriting and editing skills with excellent attention to detail.
- Ability to create engaging digital content (images, video, graphics).
- Proficiency in digital marketing tools (e.g., Canva, Meta Business Suite, Mailchimp, analytics tools).
- Experience using website CMS platforms (e.g., WordPress).
- Ability to manage multiple tasks and meet deadlines.
- Strong interpersonal skills and ability to build positive relationships with diverse audiences.
- A proactive, creative approach with strong problem-solving ability.

Desirable Skills & Experience

- Experience working in community development, transport, education, or the voluntary sector.
- Experience producing video content for digital campaigns.
- Understanding of accessibility best practice for digital communications.
- Photography skills.
- Basic design, branding, or illustration experience.
- Ability to evaluate metrics and report on digital performance.

Personal Qualities

- Friendly, approachable, and community minded.
- Curious, enthusiastic, and willing to try new ideas.
- Self-motivated with the ability to work independently and collaboratively.
- Flexible and adaptable to changing priorities.
- Passion for storytelling and helping communities thrive.

Other Requirements

- Willingness to travel within the Severnside Community Rail Partnership area.
- Occasional evening or weekend work to support community events.