

Digital Communications Officer

We are looking for a creative digital storyteller to join our small team. In this new role, you will help us share the impact our organisation makes and inspire others to get involved.

Organisation: Severnside Community Rail Partnership

Location: Hybrid – covering South Gloucestershire, Bristol, Bath & North East Somerset, North Somerset and part of Somerset area & home working

Contract: Fixed term, 12 months with the possibility of extending, subject to funding

Hours: 15 hours per week

Salary: £27,500 to £30,000 per annum, pro rata

Severnside Community Rail Partnership is a not-for-profit organisation helping local people and communities get the most from their railways, across all routes radiating from Bristol Temple Meads station. Community rail is a unique and growing grassroots movement made up of 75 community rail partnerships (locally based community organisations), 1,300 station volunteer groups, and other community-led initiatives across Britain.

Our Partnership has a strong focus on helping people to access the railway and to make their local station a welcoming gateway to their neighbourhood. Our key focus areas are improving access to the rail network, enhancing stations through community led artwork and horticultural schemes, and educating the next generation in safe and sustainable, healthy travel.

The Digital Communications Officer will lead on digital communications and marketing activities to enhance awareness of Severnside Community Rail Partnership, 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 digital content, manage our social media accounts and support campaigns that strengthen connections between the local railway, local communities, and partner organisations. The expectation is for around half of your time each week to be spent travelling our network to gather content, the remainder a combination of in person meetings (frequently, but not always in Bristol) and homeworking

Application information: To apply for this position please email your CV and a covering letter or video outlining your suitability for the position against the criteria set out in the job description and personal specification. Completion of this form is voluntary and will not affect your application. We will be interviewing as suitable candidates apply and therefore encourage you to apply for this position early. Should you be shortlisted we will contact you to arrange an interview.

For more information or to arrange an informal discussion about the role, please contact info@severnside-rail.org.uk

Job Description

1. Purpose of the Role

The Digital Marketing Officer will lead on digital communications and marketing activities to enhance awareness of Severnside Community Rail Partnership (SCRП), 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 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 SCRП's 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 SCRП 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.
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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.-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.-minded.
- Curious, enthusiastic, and willing to try new ideas.
- Self-motivated with the ability to work independently and collaboratively.-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 area.
- Occasional evening or weekend work to support community events.