



The Alpine Club, the world's first mountaineering club, was founded in 1857. For over 150 years, members have been at the leading edge of worldwide mountaineering development and exploration. We are now recruiting for a self-employed, part-time Digital and Social Media Officer.

This role sits within the Marketing, Communications and Publishing Sub-Committee which leads on communications activity for the Alpine Club. The post holder will be responsible for the oversight and execution of all social media activities throughout the year.

In particular, the post holder will create engaging and relevant digital content for the Club and analyse success of this content according to performance indicators to ensure that the Club grows its reach and engagement across digital channels.

The person appointed will monitor social media channels and respond to day to day queries, using this experience to identify new opportunities for digital outreach. The appointee will keep on top of social media and digital trends and use this to inform the Club's activity, by gathering and sharing compelling social content. This role will also have responsibility for production of the e-newsletter and printed newsletter (currently 3 editions per year).

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<b><u>Job title:</u></b>	Digital and Social Media Officer
<b><u>Committee:</u></b>	Marketing , Communications and Publications
<b><u>Responsible To:</u></b>	The Office Manager
<b><u>Responsible for:</u></b>	No line management duties
<b><u>Location:</u></b>	The Alpine Club, 55 Charlotte Road, London EC2A 3QF
<b><u>Contract:</u></b>	Self-employed
<b><u>Hours:</u></b>	TBC ( <i>1-2 days per week, to include Tuesdays until 7pm</i> )

## **KEY DUTIES AND RESPONSIBILITIES**

### **Social media:**

- Develop and implement a dynamic social media strategy for the Alpine Club.
- Produce content for the Alpine Club's social media channels (including Twitter, Facebook, Instagram, etc) and manage engagement with these on a day-to-day basis, with regular, engaging updates and content in line with the Club's tone of voice and key messaging.
- Monitor social media channels daily, responding to comments and enquiries, escalating as appropriate, and having a good awareness of how to manage risk on public facing channels.
- Provide social media coverage on meets, events, lectures and other Club activities.
- Work closely with the Marketing, Communications and Publishing Sub-Committee to identify new and interesting ways to interact with and support the Club's members across digital platforms.
- Support the development of the Club's regional services, by providing social media support to meets and lecture organisers, ensuring content reflects regional priorities.
- Work with the Marketing, Communications and Publishing Sub-Committee to plan social media content and manage the social media content calendar.
- Champion the growth of social media networks and audiences, by routinely collecting data and providing analysis of digital and social media performance and trends across the Club's channels.

### **Digital content production:**

- Produce engaging content for both internal and external audiences which tells of the Club's history, its vision and mission, library services, etc.
- Proactively identify opportunities for digital content that reflects the great work being done across the Club, by building and maintaining good relationships with members across the UK and abroad.
- Carry out research to identify opportunities for digital engagement around mountaineering.

### **Website:**

- Create dynamic, engaging and innovative content for the Club's website, including news stories, blogs, case studies, and page updates, which reflect strategic priorities .
- Updating existing website content on all aspects of the Club's activities.
- Support the ongoing development of the website, ensuring content is always responsive and relevant to target audiences.
- Take ownership of ensuring website content is always current and up to date by working with individual Committees and members across the organisation to support with content updates.

### **E-newsletter and printed newsletter**

- Compile and edit articles for inclusion in both versions of the newsletter, with additional responsibility for design and layout.
- Liaise with members, volunteers and staff for possible articles and news items to feature in the newsletters.

### **Other responsibilities:**

- Ensure that digital communications channels are consistent with the Alpine Club's style, brand, legal requirements, privacy policy and GDPR.
  - Manage a busy workload and ensure appropriate prioritisation to meet a range of deadlines on behalf of the Marketing, Communications and Publishing Sub-Committee and other Committees.
  - Undertake other tasks and duties as may reasonably be directed by the Office Manager.
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## **Person Specification**

### **Education/Qualifications**

BA/BS degree ideally with a focus on communication, journalism, or marketing.

### **Experience**

At least two years' experience in a similar role working with a proven record of success in digital communications and a passion for social media as a communications tool, resulting in the adoption and implementation of social media best practices across all social media channels. An interest or background in mountaineering is highly desirable.

Experience of producing social and digital media content, and able to demonstrate an understanding of what makes an effective digital and social media presence.

Ability to analyse, summarise and communicate complex information in an easily accessible format, and judge relevance to the organisation and target audiences.

Able to create compelling messaging for campaigns and calls to action across digital and social media channels, and tailor communications to different target audiences.

Experience of using website CMS to update content, ideally Drupal or WordPress with a strong understanding of web optimisation and social media. Working knowledge of HTML and CSS.

Ability to analyse information and data to track impact of marketing communications campaigns, and robust monitoring and evaluation skills.

Experience of using social media (Facebook, Twitter and Instagram) and basic experience in other aspects of digital marketing .

IT literate with a command of MS Office applications, InDesign, Adobe packages, social media platforms and analytics software, including social media monitoring tools such as Google Analytics, Hootsuite Pro, Facebook Insights and Google Adwords.

Ability to work independently, prioritise and organise own workload and meet deadlines, with proven strong project management skills.

Exceptional communication skills, including the ability to use written, oral and visual content effectively to influence target audiences with clarity and to develop good working relationships with Alpine Club members, partners and stakeholders.

Ability to work effectively as part of a team, providing support as required, and build and maintain excellent relationships across the Club.

In-depth understanding of GDPR and the role of a DPO, with associated knowledge of licences, copyright law, etc.

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To apply, please send a CV and covering letter to:  
The Office Manager, The Alpine Club, 55 Charlotte Road, London EC2A 3QF  
[admin@alpine-club.org.uk](mailto:admin@alpine-club.org.uk)