

Digital Communications Officer

Full time, London studio

Make is a studio of highly creative and talented architects and designers who have acquired considerable professional experience designing advanced, complex and iconic buildings. We're an equal opportunities employer committed to creating an open and egalitarian working environment. We've been listed in the Sunday Times Best Small Companies to Work for ranking for three consecutive years and are a member of Archi LGBT+.

Role description:

The digital communications officer is responsible for both external and internal digital communications using various platforms to communicate with our key stakeholders.

Working as part of the communications team to help achieve the practice objectives and promote Make, the digital communications officer must have a strong communications background with knowledge and experience in using various content management systems and social media platforms. A proactive and engaged approach is required with an ability to work as part of a strong and cohesive team and also on their own initiative to build content programme. Excellent writing and interpersonal skills are a must.

Key tasks:

- Manage the Make and Future Spaces Foundation websites, from carrying out day-to-day updates on the CMS through to devising and implementing longer-term development plans
- Manage the intranet, being responsible for ensuring it is updated daily, making sure the content is correct and timely, while maintaining its functionality
- Manage and maintain Make's and Future Spaces Foundation's core social media channels, working with architects, designers, the graphics team and the press officer to ensure Make's news and events are communicated effectively and regularly, and engaging with stakeholders online
- Deliver training on social media best practice internally
- Provide regular reporting and analytics for the websites, intranet and social media channels
- Create and curate a programme of blog posts for the blog, including interviewing Makers and drafting content
- Set up and maintain Make's digital marketing platform to send out invitations, news and other email communications
- Work on plan to deliver talking heads, animations, moving visual content to enhance existing channels

Desired skills and experience:

- Excellent writing and communication skills
- Building a brand online using social media channels, including a good understanding of the current social landscape with knowledge of key trends and influencers
- Excellent knowledge of a variety of social media channels and management platforms
- WordPress
- Sharepoint
- SEO and Google Analytics
- Basic Adobe InDesign and Photoshop
- MS Office
- Moving image and video production and editing skills are a plus
- Strong planning, organisational and problem-solving skills

Personal qualities:

- Ability to work and manage your time independently is essential, as well as being able to work as part of a team and motivate others involved in your projects
- Proactive, innovative, resourceful
- Strongly organised and methodical with emphasis on time management
- Ability to work under pressure
- Self-motivated
- Approachable and helpful

Some of the benefits of working at Make include:

- Cycle to work
- Added pension contributions
- Season ticket loans
- A travel lottery
- Training and wellbeing workshops
- A varied and ongoing social calendar including sports activities, events, breakfasts, summer parties, etc.

If you are interested in applying please email your CV, salary expectations and include links to or examples of some of the online content you have worked on to commsrecruitment@makearchitects.com.