



# Digital Communications Officer

## About the Team and the Role

Use the 'How to write a job description at Mencap Guidance Document to complete this section'.

## What you will bring to the role

Mencap's websites receive over 2 million views a year, and we have over 2000 pages. This role will help to keep the website working well by making sure the information and content is engaging, up to date and on brand. The role will also assist with the wider digital communication requirements of the department, organisation and our partners. Sometimes you might help with email, sometimes you might help with social media.

You will play an important role in Mencap's external communications team, making meaningful connections with our audiences, and safeguarding our brand.

**This is a fixed term role until 31st March 2026**

## About the role

- Champion the use of digital technology to increase engagement of external audiences and Mencap affiliated partners with campaigns, communications, offers, opportunities, and events.

- Work to update and improve Mencap's website (Drupal) for different audiences, projects and business areas
- Assist with other digital communication channels such as email (Marketing Cloud) and social media
- Support the Website Manager and External Communications team with campaigns, answering briefs from across the organisation.
- Create, support, and monitor different communications to increase engagement with Mencap audiences.
- Work with departments across Mencap and support them with their marketing and communications objectives.
- Help design and test new website functions as part of the wider digital team.
- Play a key role in making sure Mencap's digital communications are accessible and understandable by people with a learning disability.

## What you will bring

- Proficient digital, data, marketing, insight, and relationship management skills.
- Interest in and desire to know more about learning disability.
- Basic photo editing skills.
- You'll be experienced in creating digital communications
- You'll have experience of creating and updating webpages and blogs to a high level (ideally Drupal) ·
- You'll have taken part in successful marketing campaigns before. ·
- You'll be knowledgeable about using an email marketing system (ideally Marketing Cloud) ·
- You'll be experienced in using digital analytics to inform your plans (ideally GA4)

**Please note:** This job description is not intended to be exhaustive. Duties and responsibilities may evolve over time to reflect the needs of the organisation and the role.



We are **passionate**  
about making the  
world a better place



We are **positive**  
in our work and  
with each other



We are **brave**  
we challenge and  
try new things



We are **kind**  
to everyone



We are **inclusive**  
of everyone



**“This isn’t just a job - it’s a chance to help change the lives of people with a learning disability and their families. If you’re passionate about making a difference, join Mencap in building a more inclusive future.”**

## **Mencap and our Commitment to Safeguarding**

Mencap is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults, and expects all staff and volunteers to share this commitment.

Successful applicants will be subject to appropriate pre-employment checks, including references and, where applicable, an enhanced Disclosure and Barring Service (DBS) check.



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