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| **THIS IS A TEMPLATE** |
| **DUE TO CONFIDENTIALITY AND GDPR PLEASE SAVE THIS FORM TO A CONFIDENTIAL FOLDER BEFORE COMPLETING** |

**Culture Coventry Trust**

**Herbert Art Gallery & Museum**

**Jordan Well**

**Coventry**

**CV1 5QP**

**JOB DESCRIPTION**

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| **Job Title:** | Content Creator and Digital Marketing Officer |
| **Reporting to:** | Marketing and Communications Manager |
| **Responsible for:** | N/A |

**SCOPE**

Culture Coventry Trust and Coventry Sports Foundation are operating as CV Life, so that the scope of this Job Description as a CV Life document extends to cover the employment of employment contracts held with either Culture Coventry Trust or Coventry Sports Foundation.

**OVERALL PURPOSE AND OBJECTIVE OF THE ROLE**

To play a key role in the development and delivery of the audience development, marketing, and communication strategies across our group of visitor attractions - engaging audiences through relevant digital and e-marketing platforms.

**MAIN DUTIES OF THE ROLE**

1. Managing our social media channels.
2. Planning, creating, and delivering digital marketing campaigns, including social media, e-marketing and digital advertising.
3. Writing and editing online materials for a variety of target audiences and formats.
4. Maintaining our public facing websites.
5. Collaborating with staff across the organisation to identify potential storytelling opportunities.
6. Planning, filming, editing, and publishing video and photography content for use across our digital platforms.
7. Collaborating with staff across the organisation to identify potential storytelling opportunities.
8. Collaborating with partners and media organisations on cross marketing opportunities.
9. Assisting with monitoring social media channels during events, some outside of usual working hours.
10. Representing the team at internal and external meetings and events.
11. Collecting evaluation data and reporting on analytics relating to all online platforms.
12. Setting up digital advertising campaigns.
13. Supporting with online ticketing systems.

This Job Description is neither exhaustive nor exclusive and may be reviewed and updated depending upon operational requirements and staffing levels

**RESPONSIBILITIES FOR ALL EMPLOYEES**

* To embrace and lead by example on the Company’s key values of PRIDE, PASSION and PERFORMANCE or those that might at any time be subsequently re-defined.
* To undertake all duties and fully comply with all of the Company’s general standards and those relating to the specific requirements of the role.
* To carry out tasks at a range of sites that are either operated or managed by the Companies / Trusts or where services are delivered by the Companies / Trusts
* To be involved in any aspects or opportunities for sharing of good practice, expertise and responsibilities within the Companies / Trusts. To generally help promote the work and public image of the Companies / Trusts, always maintaining high standards of customer service and personal appearance.
* To attend and fully engage with all internal training and development requirements and opportunities, and maintain such qualifications as required by the demands of the role.
* To interact positively with customers adopting a friendly and professional approach at all times.
* To support the Company’s commitment to providing a safe environment for children, young people ad vulnerable adults, ensuring awareness of the Company’s Safeguarding Policy, Procedures and Practice Guidance, and to be vigilant, reporting any safeguarding concerns without delay.
* To comply with the General Data Protection Regulations when dealing with, maintaining, sharing and storing information.
* To undertake other duties as specified, which are appropriate to the qualifications, experience and general level of the post.

**Date Created:** January 2022

**Date Reviewed:** 5th January 2022

**PERSON SPECIFICATION**

**Essential Personal Attributes**

* Able to work effectively as part of a team

**Essential Knowledge and Experience**

* Planning and delivering digital campaigns – both organic and paid for
* Demonstrable experience of managing social media platforms and tailoring content to target audiences
* Google analytics and other digital reporting platforms
* Using social media management tools
* Experience of Google Ads and Google My Business
* Producing digital publicity materials
* Editing or developing websites
* Understanding of working within brand guidelines and tone of voice
* Content creation (such as photography and videos) for different audiences using software such as the Adobe Creative Suite
* Experience of using Microsoft Office applications

**Essential Special Skills**

* Excellent written communication skills
* Strong verbal communication skills
* A strong attention to detail and accuracy
* Able to work independently and flexibly
* Capable of prioritising work across multiple projects
* Able to work effectively as part of a team
* Able to work well under pressure

**Special Circumstances**

* Flexibility to support evening and weekend events as required.