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| JOB DESCRIPTION |  |

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| **ROLE:** Digital Marketing Officer  **LOCATION:** The Herbert Art Gallery & Museum  **LINE MANAGER:** Marketing Manager | **CONTRACT:** Permanent  **WORKING HOURS:** 37 hours a week  **SALARY:** £20,253 - £25,440 |
| **Summary of role purpose:**  To play a key role in implementing a wide range of elements of the Trust’s audience development, marketing, branding, PR and communications and digital strategies for all venues within the Trust, in order to maximise audiences and income, whilst developing our local, regional and national profile. | |
| **KEY RESPONSIBILITIES** | |
| * Co-ordinate the production and distribution of all online promotional materials, e-newsletters and web content for all venues within the Trust, in line with the Marketing strategy. * Create and deliver digital marketing campaigns in line with the organisational digital strategy, and in conjunction with the Marketing Manager. * Write and edit online promotional materials suitable for a variety of target audiences and formats. * Maintain public facing websites and social media platforms as necessary for all venues within the Trust. * Work closely with colleagues to identify target markets and marketing activities for events and services. * Assist the Marketing Manager with market research on existing and potential audiences. * Work collaboratively with local partners such as Coventry City Council, the City of Culture team and media organisations on cross marketing and PR opportunities, and communications plans. * Meet regularly with teams across the Trust to ensure the marketing activity plan supports the effective promotion of services and activities to ensure audience development. * Write, issue and track media releases and liaise with the media, particularly working on stories promoting exhibitions and events across the Trust. * Assist with monitoring social media channels during events, some of which may be outside of usual working hours (including evenings and weekends). * Attend and represent the Trust at relevant forums and events when required, to ensure local and national promotion and cross marketing opportunities as part of the City of Culture strategy. * Support colleagues to maintain the marketing database and administration systems to inform marketing activity including mailings. * Maintain effective administrative systems and records, to enable monitoring of the composition of audiences and evaluation of experiences, to inform future marketing and programming. * Develop and implement an effective evaluation process for digital campaigns. * Ensure the effective deployment, cost effectiveness, performance management and output of all resources across area of responsibility.   **General**  Within areas of responsibility:   * review and manage risks as part of the organisational risk register; * ensure all Trust policies and procedures are followed consistently; * contribute to the ongoing review and development of the Trusts policies and procedures to support continuous improvement; * ensure teams comply with and understand all Health & Safety policies and requirements; * support and input into the organisational digital strategy; * develop and deliver fundraising within areas of responsibility, in line with business objectives; and * ensure adherence to the GDPR in respect of all data collected and maintained by teams. | |

**PERSON SPECIFICATION**

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| **Skills** | **Knowledge & Experience** |
| * 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 * Strong organisational skills to deliver a high volume of quality work * Able to think creatively to contribute new and innovative ideas * Able to work well under pressure * Excellent IT skills with experience of Microsoft Office Applications | * Planning and delivering digital and social media campaigns * Google Analytics and other digital reporting platforms * Using social media management tools * Producing publicity materials * Delivering marketing and/or communications campaigns * Editing or developing a website * Audience development * Content creation using software such as the Adobe Creative Suite * Understanding of managing and developing databases * Project management * Managing budgets |