



Culture Coventry Trust  
Herbert Art Gallery & Museum  
Jordan Well  
Coventry  
CV1 5QP

## JOB DESCRIPTION

<b>Job Title:</b>	Digital Marketing Officer
<b>Reporting to:</b>	Marketing and Communications Manager
<b>Responsible for:</b>	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 implementing a wide range of elements of the Trust's marketing, audience development, and digital strategies for all venues within the Trust.

### MAIN DUTIES OF THE ROLE

1. Co-ordinate and lead on the production and distribution of online promotional materials and content.
2. Create and deliver digital marketing campaigns.
3. Write and edit online promotional materials suitable for a variety of target audiences and formats.
4. Maintain public facing websites and social media platforms.
5. Work closely with colleagues to identify target markets and marketing activities for events and services.
6. Assist the Marketing Manager with market research on existing and potential audiences.
7. Work collaboratively with local partners such as Coventry City Council, the City of Culture team and media organisations on cross marketing and PR opportunities.
8. Assist with monitoring social media channels during events, some of which may be outside of usual working hours.
9. To represent the team at internal and external meetings and events.
10. Maintain effective administrative systems and records, to enable monitoring of results inform future marketing and programming.
11. Collect evaluation data and report on analytics relating to all online platforms.
12. Evaluation of digital campaigns.
13. Support 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 and 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:** 23<sup>rd</sup> November 2021

**Date Reviewed:** 19<sup>th</sup> November 2021



## PERSON SPECIFICATION

### Essential Personal Attributes

- Able to work effectively as part of a team

### Essential Knowledge and Experience

- Planning and delivering digital and social media campaigns – both organic and paid for
- Experience and understanding 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 a websites
- Understanding of working within brand guidelines and tone of voice
- Content creation (such as 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.