



Job Description: Digital Engagement Officer

Role description

Date of Last Review:	June 2021
Job Title:	Digital Engagement Officer
Grade:	Officer
Hours:	Full time (35 hours/week)
Contract:	Permanent
Salary range:	c. £27k
Based:	Office, once Covid restrictions are lifted
Reporting to:	Marketing & Campaigns Manager
Peers:	Campaigns Coordinator Box Office & Front of House Coordinator Performing Arts Programmer Learning Programme Coordinator Archivists Event Planners Administration Officer Assistant Accountant Library Cataloguer Sound & Lighting Technician IT and Technical Support Officer
Budget holder:	No
Probation:	6 months

Role purpose

To develop engaging and effective editorial content and implement the digital and social media strategy. The role is responsible for creating and implementing the content plan across all digital channels, and engaging and developing audiences to achieve our business plan objectives.

As well as building our brand, the Campaigns team supports the public programme, venue hire and fundraising activity, and this role will develop and run digital marketing campaigns to drive sales and donations.

This role has day-to-day management of the website, social channels and newsletters and requires demonstrable experience of working with website content management systems (CMS), customer relationship management (CRM), social media platforms, digital advertising and website analytics.

It requires excellent editorial skills and the ability to generate creative and compelling content ideas related to our archives, programmes and commercial offer. This will involve working collaboratively with teams across the organisation to gather their ideas and expertise, as well as proactively researching and producing content.

The Digital Engagement Officer will also be required to engage with our visitors and audiences, such as at agreed events, to capture audience data, encourage donations and promote the wider offer of the Institute.

Key deliverables

1. Working with the Campaigns Manager to produce and deliver the content plan for all digital campaign content as it feeds into broader team project/campaign plans, supporting audience engagement and development as well as driving sales.
2. Proactively develop creative editorial ideas to implement across the website (including the News/Stories section), email and social media, as well as video and audio content. These ideas should support our brand strategy and connect to the wider cultural context.
3. Own and deliver the agreed website content plan, ensuring the site remains engaging and meets users' requirements and a demonstrable increase in ticket sales, enrolments, venue hire bookings and donations can be achieved year-on-year.
4. Timely and effective implementation of the digital components of the agreed marketing and communications plan for programme sales, venue hire and fundraising.
5. Creating, editing, and sharing all digital campaign content, including:
 - Copywriting and content production for website, email and social media (managing external design/copywriting support if required)

- Managing, scheduling and delivering agreed campaigns content across all digital platforms, observing our tone of voice and using our visual identity assets correctly
 - Managing social media communities to achieve campaigns objectives: both day-to-day monitoring and engagement and reaching new audiences
 - Running, optimising and reporting on paid digital advertising campaigns across relevant channels including social media platforms and Google Ads
 - Developing new and existing content to ensure it is optimised for search engines, usability and accessibility, and being aware of best practice in these areas
 - Working with the Institute's ticketing system (Spektrix) to upload content, monitor performance and run reports
6. Produce reports on the effectiveness of the website, levels of user engagement, the effectiveness of particular campaigns and engagement across our social channels, as well as proactively developing our ability to track ROI.
 7. Support on web development projects and liaise with the web agency on editorial updates to the website and minor fixes.
 8. Proactive and regular collaboration with the Programming and Special Collections & Archives teams to develop ideas and secure assets (copy, photography, event details, bios etc.) for each campaign or activity and ensure all materials are used appropriately.
 9. Support PR campaigns across digital channels and provide content for the external PR agency as required.
 10. Ensure all external copy and communications follow the Institute's tone of voice and visual identity guidelines and are proofread and checked before publication.
 11. Ensure all invoices are checked and passed for payment promptly.
 12. Engagement with our visitors, guests and audiences at agreed events.
 13. Provide cover on the box office, if required, including dealing with enquiries and taking bookings using Spektrix.
 14. Support wider Campaigns team activity as required, providing cover for colleagues if needed.

General requirements

- Proactively collaborate with all staff to ensure the best possible levels of seamless service and quality to our customers
- Contribute to an improved level of organisational engagement through positive role modelling, communication and behaviour at all times
- Champion and epitomise the Institute's core competency behaviours
- Attend relevant training in order to fulfil the requirements of the job and undergo supervision and annual reviews
- Comply with and implement all organisational policies and procedures as required
- Work flexibly and responsibly to effectively manage workload and ensure the provision of a 7-day-per-week service to the public as required
- Dress and present yourself appropriately as the professional needs of the Institute require

This job description covers the current range of duties and will be reviewed from time to time. It is the Institute's aim to reach agreement on changes, but if agreement is not possible, the Institute reserves the right to change this job description.

Person specification: Digital Engagement Officer

1. Specialist Area Requirements – Digital Engagement Officer

1.1 A proven track record and demonstrable skill in developing, delivering and evaluating imaginative, innovative and effective digital campaigns and initiatives that achieve organisational objectives

1.2 A proven track record of success in developing, implementing and evaluating an agreed content plan for marketing a complex, multi-strand programme across online and offline channels

1.3 A proven track record in achieving targets for audience engagement (including ticket sales, enrolments and other bookings) and reporting these

1.4 A proven track record of success developing, implementing and evaluating an agreed content plan for an organisation website, including setting and managing milestones, content creation and upload, that maximises audience engagement and conversions

1.5 An active awareness of cultural, social and political trends and the ability to create connections between our work and the wider cultural context, as well as a sensitivity to the appropriateness of content and messaging

1.6 Demonstrably solid skills in digital marketing and communications, to include content development and delivery across website, email, social media, Google Ads, social media advertising, SEO and Google Analytics

1.7 Demonstrably solid skills and experience in CMS and CRM, and good knowledge of ticketing and box office systems

1.8 Demonstrably excellent written and verbal communication skills, including copy writing, and ability to deliver required tone of voice consistently

1.9 The ability to manage a busy schedule of projects and deadlines simultaneously and to be looking ahead at all times, not just delivering today's priorities

1.10 Confidence and demonstrable skill working with multiple internal stakeholders simultaneously to achieve project outcomes, and a proactive and diplomatic approach to internal relationship-building and project coordination

1.11 Confidence in managing data protection appropriately (GDPR)

1.12 A passion for the mission and ethos of the Institute and its work, and the ability to advocate for that within and beyond the Institute.

2. Grade Specific Requirements – Applicable to all Officer Level Posts

2.1 Experience of collaborating within and across teams and an understanding and appreciation of the importance of partnership working to support the achievement of the Foundation's vision, mission and strategy.

2.2 Ability to manage day to day duties and activities to ensure that tasks are achieved effectively, efficiently and to a high standard of quality.

2.3 Experience and awareness of good practice/effective approaches to planning and delivery requirements.

2.4 Demonstrable skills in working flexibly, trouble shooting and customer service.

2.5 Experience of working within the arts, culture sector or heritage sector, or adult education, and/or a visitor attraction, or transferable experience from a related field.

Bishopsgate Institute – Competency Framework

At Bishopsgate Institute we use a competency-based approach to staff recruitment, performance review and development. The Framework underpins the culture of the organisation and will enable us to reach our potential both as individuals and as an organisation.

All competencies apply to **all** roles:

<u>Performance</u>	<u>Insight</u>	<u>Engagement & Inspiring Others</u>
<ul style="list-style-type: none">• Accountability• Delivering Performance• Alignment & Planning• Learning & Change	<ul style="list-style-type: none">• Breadth of Perspective• Making Effective Judgements• Applying Specialist Knowledge• Customer & Audience Awareness	<ul style="list-style-type: none">• Working Collaboratively• Communicating & Influencing• Empowering Leadership

- Assistants, Administrators, Officers – *all non-management level staff.*
- Line Managers/ Specialists – *all staff that line manage one or more members of staff or are defined in their job role as a ‘Specialist’.*
- Senior Managers/Specialists – *the Chief Executive, Heads and Senior Specialists.*

There are different levels within each that apply to each grade or level of role in the organisation:

The competencies relate to certain key abilities that we should be able to demonstrate in the way we carry out our jobs. While objectives are concerned with **what** we achieve in terms of tangible results or ‘outputs’ and ‘outcomes’, these competencies look more at **how** we carry out our work - for example how much initiative we demonstrate; how well we work with others; how good our communication skills are; how well we organise our work.

Most of the core competencies could relate to a person doing any job of a comparable level/grade, regardless of the particular functional or technical expertise and skill that is required.

Although no-one is expected to demonstrate the competencies that do not apply to their job, staff will need to think laterally and creatively about whether they apply. For example, if your role is to support other staff in the organisation, you may not feel that you directly support the public. However, if you think hard enough you will likely be able to see that by

supporting your colleagues in other departments you indirectly do support the public and what you do in that regard is very important.