Job Description: Digital Engagement Officer FTC

At Bishopsgate Institute, "campaigns" work covers marketing, PR, communications, digital and social media, internal communications and audience engagement.

The Campaigns team manages this across the whole public programme and venue hire business and comprises the Marketing & Campaigns Manager, the Campaigns Coordinator and the Digital Engagement Officer. The Head of Audiences & Communications is the senior team lead on this area.

Role description

Date of Last Review:	28 November 2019
Job Title:	Digital Engagement Officer
Grade:	Officer
Hours:	0.8 FTE (28 hours / week)
Contract:	12 months fixed-term contract[1]
Salary range:	Circa £22k per annum for 28 hours / week (equivalent to circa £27k per annum for 35 hours / week)
Reporting to:	Marketing & Campaigns Manager
Peers:	Campaigns Coordinator Box Office & Front of House Coordinator Performing Arts Programmer

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[1] With the possibility of extension

Learning Programme Coordinator
Archivist
Event Planners
Administration Officer
Assistant Accountant
Library Cataloguer
Sound & Lighting Technician
IT and Technical Support Officer

Budget holder: No

Probation: 6 months

Role purpose:

Implement all elements of the agreed content plan for the website, digital and social channels to engage and develop audiences and customers and to achieve business plan objectives.

This role has day-to-day management of the website, social channels and newsletters. It requires a demonstrable ability to write well and create compelling content in the digital sphere to create brand value and reflect our identity.

Bishopsgate Institute is developing "pull" campaigns as well as continuing our "push" activity, by which we mean growing our brand and content strategy as well as promoting individual activities, and we require our Digital Engagement Officer to contribute to the delivery of both.

The Campaigns team remit covers both the public programme and venue hire business activity.

As part of the Campaigns team, the Digital Engagement Officer will be required to contribute to the implementation of the offline elements of the content plan, as required.

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 Digital Engagement Officer deliverables

1. Supporting the Campaigns Manager to produce and deliver the content plan for all digital campaign content as it feeds into broader team project/campaign plans, to meet audience development and commercial objectives, with a specific focus

on audience development, engagement, and acquisition (through ticket sales, enrolments, venue hire sales and other bookings)

2. 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. This includes ensuring the site is refreshed regularly, out-of-date content is removed, all ticketing uploads are completed on time, external providers (copywriters, photographers, artworkers) deliver to the brief and budget and that campaigns objectives are met.

3. Creating, editing and sharing all digital campaign content, including

   - Copywriting and content production for website, email and social media (with external support if required)

   - Briefing design of digital campaign content to external agency (if/as 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 oversight and engagement and longer-term audience monitoring and acquisitions strategy

   - Running paid social media advertising campaigns across relevant channels, where agreed

   - Optimising and delivering SEO and Google Ad Words campaigns

   - Working with the Institute's ticketing system (Spektrix) to upload content, monitor performance and run reports

4. Produce reports on the effectiveness of the website, levels of user engagement, the effectiveness of particular promotions or campaigns and engagement across our social channels

5. Lead on the relationship with the web agency and ticketing system provider once the Digital Project Manager has completed her work (April 2020 tbc).

6. Contribute to regular campaign evaluation and reporting by tracking digital campaign performance against team's initial strategic targets and objectives, reviewing audience data to ensure the most effective use of the database and direct marketing activity

7. Proactive development and maintenance of customer relationship management systems, including guest lists.

8. Proactive implementation of agreed protocols for the marketing and promotion of all new activity, archive collections and special events (includes the lessons learned evaluation)

9. Timely and effective implementation of the digital components of the agreed marketing and communications plan for the venue hire business.

10. Proactive and ongoing collaboration with the Programming and Special Collections & Archives teams to secure assets (copy, photography, event details, bios etc.) for each campaign or individual activity as needed

11. All marketing material and wayfinding throughout the building and beyond is accurate, compelling, up-to-date and refreshed regularly

12. All external copy and communications follow the Institute's tone of voice and visual identity guidelines and are proofread and checked before publication

13. All invoices are checked and passed for payment promptly, with evidence of the agreed price for the work

14. Engagement with our visitors, guests and audiences at agreed events

15. Provide cover on the box office, if required, including dealing with enquiries and taking bookings using Spektrix

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

Requirements – Digital Engagement Officer

1.1 A proven track record and demonstrable skill in developing, delivering and evaluating imaginative, innovative and strategically-effective digital campaigns and initiatives that achieve agreed 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 Demonstrably solid skills in digital marketing and communications, to include content development and delivery across website, email, social media, Google Ad Words, SEO and Google Analytics

1.6 Demonstrably solid skills and experience in CMS and CRM, and good knowledge of ticketing and box office systems, HTML, CSS or JavaScript

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

1.8 Demonstrable ability to keep on top of a lot of hectic projects and deadlines simultaneously and to be looking ahead at all times, not just delivering today's priorities

1.9 Confidence and demonstrable skill working with multiple internal stakeholders simultaneously to achieve project outcomes

1.10 A demonstrably proactive and communicative working style, including taking the initiative to go and see colleagues or phone them if an issue arises and keep channels of communication open, rather than using email

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.

Bishopsgate Institute Competency Framework

At Bishopsgate Institute we take a competency-based approach to staff recruitment, performance review and development. Our Competency Framework underpins the culture of the organisation and adds to what we do to enable us to reach our potential both as individuals and as an organisation.

Both managers and staff will have support and training to implement these competencies.

Our selection process for recruitment has been designed to test each applicant's skills, expertise, knowledge and their ability to demonstrate how they meet the competency framework.

All competencies apply to **all** roles:

Performance	Insight	Engagement & Inspiring Others
• Accountability • Delivering Performance • Alignment & Planning • Learning & Change	• Breadth of Perspective • Making Effective Judgements • Applying Specialist Knowledge • Customer & Audience Awareness	• Working Collaboratively • Communicating & Influencing • Empowering Leadership

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

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

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 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.

Please refer to the full Competency Framework document as part of the pack of information for candidates or, once in post, ask your line manage for a copy.