

JOB DESCRIPTION

Title: Digital Content Officer (Fixed-Term)

Department: Marketing & Communications

Location: Margate & remote

Reports to: Head of Marketing & Communications

Hours of work: 3 days per week, Monday to Saturday. Fixed-Term for 12 months.

Salary: £31,980 pro-rata

Job purpose

The Digital Content Officer will be responsible for managing, creating, and publishing content across social media and online platforms, to engage audiences and promote the organisation's events and exhibitions. The role involves coordinating with internal and external stakeholders to obtain content approvals, gathering insights on digital marketing efforts, and developing data-driven campaign plans.

Key responsibilities

Social media content creation & publishing:

- Prepare and publish high-quality, engaging content on various social media platforms.
- Source relevant content from internal teams and external partners.
- Collaborate with stakeholders to obtain necessary approvals before publishing.

Event & Exhibition promotion:

- Develop social media plans for exhibitions, events, and other promotional campaigns.
- Provide live social media coverage during events, including creating and sharing content such as photography, video, and interviews (e.g., vox pops) across platforms.

Design & creative content:

- Use tools like Adobe Creative Suite (InDesign, Photoshop and Premiere Pro) to create eye-catching and brand-consistent visuals and content for social media posts and campaigns.
- Ensure that all designs align with the organisation's Visual and Verbal Identity Guidelines.

Digital marketing reporting:

- Gather and analyse digital marketing data (e.g. engagement metrics, audience insights, traffic).
- Prepare reports to evaluate the effectiveness of marketing campaigns and suggest areas for improvement.

Landscape analysis and research:

- Conduct research into how other galleries, museums, and charitable organisations utilise social media.
- Stay updated on digital marketing and social media trends and apply insights to enhance the organization's digital strategy.

Key skills & qualifications

Essential:

- Proven experience managing social media accounts in a professional setting.
- Strong content creation skills, including copywriting, photography, videography, and editing.
- Proficiency in using design tools like Premier Pro, InDesign and Photoshop for creating social media assets.
- Ability to gather and interpret digital marketing data, with experience in preparing performance reports.
- Strong communication skills and the ability to work effectively with a range of stakeholders.

Desirable:

- Experience in the arts, culture, or charity sectors.
- Familiarity with content planning tools (eg, Metricool, Hootsuite).
- Familiarity with brand and landscape analysis platforms (eg Brandwatch).
- Knowledge of social media and online video trends and platform-specific best practices (Facebook, Instagram, Twitter, YouTube, LinkedIn etc.).

Personal attributes:

- Highly organised, with the ability to manage multiple tasks and deadlines.
- Creative thinker with a passion for storytelling and digital engagement.
- Proactive, with a keen eye for detail and quality.
- Collaborative team player with excellent interpersonal skills.