

Approved at Management March 22

## **Digital Media Officer**

**Salary:** £19,500 FTE

**Reports to:** Chief Operating Officer

**Hours:** 28hrs

**Key Dependencies:** Senior Management Team, Diary & Events Coordinator

### **Job purpose**

Derby Cathedral needs a creative individual with experience of digital marketing to deliver and manage its social media and website content to help engagement and growth of its congregation and wider audiences. The role will also look at identifying and delivering new digital marketing initiatives that support colleagues in visitor engagement, events and fundraising.

### **Job responsibilities**

- To work alongside the Senior Management Team to write a digital communications plan in line with our vision and strategy.
- Drive and develop quality and creative digital marketing content and campaigns that respond to the digital marketing plan.
- Liaising with Cathedral colleagues, provide and manage content for all social media channels, producing engaging content to ensure all channels are up to date, relevant and interesting.
- To take the lead in managing the Cathedral website holding responsibility for updating website content.
- Working with the Business Development Manager to ensure digital platforms support the Cathedral's giving strategy by integrating giving mechanisms and sharing key fundraising messages and campaigns.
- Responsibility for regularly updating the Cathedral digital welcome screen and ensuring that external Visit Derby websites are updated regularly with event and visitor information.
- Commission photographs and videos for the cathedral and maintain a database of images and films for use on the website and social media.
- Monitor and evaluate all digital activity and providing a monthly report and share results with key stakeholders.
- Proactively identifying trends and opportunities for development, building learnings into Cathedral digital marketing plans where relevant, to ensure activities are effective and impactful.
- Ensure all digital content is aligned with the Cathedral's policies.

- To carry out other tasks as necessary, depending on the demands of the Cathedral Office including other duties as directed

**Person Specification**

	<b>Criteria</b>
<b>Qualifications and Training</b>	<ul style="list-style-type: none"> <li>• High level of education or relevant professional work-related experience</li> <li>• Applicants must have exceptional written skills and a keen eye for detail.</li> <li>• CIM certification desired.</li> <li>• Functional knowledge of Google Analytics, Ad Words and campaign management.</li> <li>• Advanced knowledge of Adobe CC. In-Design &amp; Photoshop knowledge essential, Illustrator would be desirable.</li> </ul>
<b>Essential experience</b>	<ul style="list-style-type: none"> <li>• Social media channel management and campaigns</li> <li>• Experience in creating digital marketing campaigns.</li> <li>• Excellent copy writing skills and proven experience of creating high quality, compelling content for digital media</li> <li>• Contributing creatively to organisational change</li> <li>• Thorough understanding and direct experience of collaborative working</li> <li>• Strong organisational skills, the ability to prioritise, meet objectives and deliver tasks on time and on budget</li> </ul>
<b>Desirable experience</b>	<ul style="list-style-type: none"> <li>• Working in charitable/non-profit organisations</li> <li>• Working in multi-disciplinary team and across functions</li> <li>• Working to develop tourism, events, or education functions in a similar organisation or institution</li> </ul>
<b>Personal qualities</b>	<ul style="list-style-type: none"> <li>• Excellent interpersonal skills</li> <li>• Excellent communication skills</li> <li>• Thorough and accurate</li> <li>• Efficient and timely</li> <li>• To be in sympathy with an to embody, promote and further the Cathedral's aims, values and mission.</li> <li>• Can deal comfortably and confidently with partners from all sectors of society.</li> <li>• <b>Solutions orientated approach to working.</b></li> <li>• Able to work across boundaries whilst respecting individual accountabilities and authority</li> <li>• Committed to delivering a high quality service at all times</li> <li>• Sympathetic to the aims and ethos of the Church of England.</li> </ul>