

LETCHWORTH GARDEN CITY HERITAGE FOUNDATION

JOB DESCRIPTION

1	JOB TITLE	Digital Content Coordinator
2	STATUS	Initially for 12-months, Part Time (0.6 FTE)
3	HOURS OF WORK	21 hours a week Monday – Wednesday 09.00 – 17.00 Some flexibility needed to meet the needs of the business
4	EMPLOYEE'S NAME	
5	DEPARTMENT	Communications, Marketing & Engagement, Communities, Culture & Heritage Directorate
6	REPORTS TO	Digital & Programmes Manager
7	COMPETENCES	This post is not classed as a manager or supervisor

8	<p><b>JOB PURPOSE AND ROLE REQUIREMENTS:</b></p> <p>This purpose of this role is to coordinate content for the Heritage Foundation's multiple websites, while supporting teams at our services and venues to make the most of their social media channels to engage with audiences and tell the story of the work they do.</p> <p>While the focus of this role is creating and managing engaging and relevant content for the Foundation's main website – Letchworth.com and our Intranet - it also involves supporting teams to effectively manage content for the following websites:</p> <ul style="list-style-type: none"> <li>• Discover Letchworth – <a href="http://discover-leitchworth.com">discover-leitchworth.com</a></li> <li>• Standalone Farm – <a href="http://standalonefarm.com">standalonefarm.com</a></li> <li>• Broadway Cinema &amp; Theatre – <a href="http://broadway-leitchworth.com">broadway-leitchworth.com</a></li> <li>• Garden Cities Exhibition - <a href="http://garden-cities-exhibition.com">garden-cities-exhibition.com</a></li> <li>• International Garden Cities Institute - <a href="http://gardencitiesinstitute.com">gardencitiesinstitute.com</a></li> </ul> <p>You will work with the Digital &amp; Programmes Manager and the wider Communications, Marketing and Engagement team to make the most of our internal and external social media platforms, sharing best practice and providing guidance and advice when needed.</p>
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	<p>With our aim to be a more agile and responsive team, you will need to demonstrate flexibility and dynamism and be able to adapt in this busy environment with competing demands. You will be an exemplary team player and collaborator with a can-do attitude. You must keep pace with digital trends and be willing to take an innovative and creative approach to your work.</p> <p>You must manage relationships in a positive and supportive manner, building confidence in colleagues to make the most of websites and social media to tell the story of the work we do.</p> <p>The emphasis of our Communications, Marketing and Engagement strategy is very much on enabling colleagues to take ownership of their digital communications, so this role will require you to be confident in guiding and supporting where needed and using your judgement to find solutions for colleagues.</p> <p>With the Digital &amp; Programmes Manager having to switch priorities around our programme roll out, you will need to show that you are a self-starter who is happy to work on your own initiative.</p>
9	<p><b>RESPONSIBILITIES</b></p> <p><b><u>Content Production</u></b></p> <ul style="list-style-type: none"> <li>• Draft blogs and copy and commission graphics, videos and other rich content for Letchworth.com</li> <li>• Create and manage an ongoing content plan for Letchworth.com, looking for opportunities to develop user generated content.</li> <li>• Proofread content from teams to ensure accuracy and a suitable tone of voice, monitoring all our websites to ensure standards are maintained.</li> <li>• Work with team members to ensure images, graphics, videos and other visual elements are utilised correctly.</li> <li>• Set clear standards, ensuring content is accurate, concise, accessible and in line with SEO best practice.</li> </ul> <p><b><u>Social Media Planning &amp; Management</u></b></p> <ul style="list-style-type: none"> <li>• Work with CME colleagues to agree content plans and digital marketing activities.</li> <li>• Support and empower teams to utilise social media to promote their work and have meaningful conversations with customers.</li> <li>• Take part in annual social media training for teams, share resources and best practice and work with teams to offer support during busy times.</li> </ul> <p><b><u>Internal Platforms</u></b></p> <ul style="list-style-type: none"> <li>• Ensure our current Intranet is kept up to date with relevant content and documentation.</li> </ul>

- Support the Digital & Programmes Manager in creating a new Intranet for the Foundation.
- Work with teams to utilise and engage with Facebook Workplace to share news, updates, successes and social news.

#### **Website Support & Management**

- Liaise with web agencies to ensure relevant development work is carried out, ensuring that our websites offer a good user experience.
- Support the Digital & Programmes Manager to carry out user testing on new and existing websites and ensure SEO best practice is adhered to.

#### **Supporting Campaigns**

- Contribute to campaign plans and projects, outlining digital activities to meet our objectives.
- Take part in creative sessions and put forward ideas that add value to campaign activities.
- Support the Digital & Programmes Manager with monitoring and evaluating digital campaigns.

#### **Systems, Processes & Planning**

- Provide administrative support to ensure the smooth running of the team and actively contribute to keeping our systems and processes up to date.
- Log and monitor workflow to identify busy periods and plan ahead.
- Support the Digital & Programmes Manager with coordinating programme plans and projects, ensuring targets, deadlines and budgets are controlled and monitored.
- Update relevant policies and documentation to help the team be more efficient, productive and compliant to relevant legislation.

#### **Relationship Management**

- Collaborate with communications colleagues to deliver comprehensive communication and engagement strategies internally and externally.
- Take a considered approach to the individual needs and challenges of each of our venues and teams across the organisation.
- Actively develop partnerships with external stakeholders that will support the Foundation's aims and objectives
- Take a collaborative and flexible approach by working in partnership with teams across the Heritage Foundation to get the job done.
- Act as an ambassador for the Foundation communicating our vision, values and policies effectively and engagingly with colleagues, volunteers, stakeholders and partners.

	<p><b><u>Information and Data</u></b></p> <ul style="list-style-type: none"> <li>• Work with the Digital &amp; Programmes Manager to compile data for monthly Key Performance Indicator reports using Google Analytics and other tools to provide insight and analysis on the impact of our work.</li> <li>• Help track the performance of adverts through to ticket sales.</li> </ul> <p><b><u>Budgeting and Value for Money</u></b></p> <ul style="list-style-type: none"> <li>• Support the Digital &amp; Programmes Manager with tracking spend.</li> <li>• Request quotes from suppliers to ensure value for money.</li> <li>• Assist with procurement exercises to match the right supplier to the required work.</li> </ul> <p><b><u>Training and Development</u></b></p> <ul style="list-style-type: none"> <li>• Show commitment to continuous personal and professional development, proactively seeking feedback on performance and development and keeping abreast of best practice and industry developments.</li> <li>• Prepare for and contribute to 121s and team meetings.</li> <li>• Be willing to join professional bodies and take part in CPD opportunities.</li> <li>• Share new approaches, methodologies and creative approaches.</li> </ul>
10	<p><b>QUALIFICATIONS /EXPERIENCE</b></p> <ul style="list-style-type: none"> <li>• Solid demonstrable experience of working in a digital role.</li> <li>• Technical skills: <ul style="list-style-type: none"> <li>○ Strong copywriting and editing skills with and adaptable style for different audiences.</li> <li>○ Excellent knowledge of Content Management Systems.</li> <li>○ Ability to use platforms such as Campaign Monitor and Mail Chimp.</li> <li>○ Proficiency in MS Office and Adobe programmes (Outlook, Word, PowerPoint, Excel, Photoshop, InDesign)</li> <li>○ Good analytical skills to understand data and insight reports, especially Google Analytics.</li> </ul> </li> <li>• Professional qualities: <ul style="list-style-type: none"> <li>○ Exceptional organisation and time management</li> <li>○ Strong coordination skills</li> <li>○ Effective communicator</li> <li>○ Proactive and able to take the initiative</li> <li>○ Collaborative team player</li> <li>○ Precise attention to detail</li> <li>○ Flexibility to get the job done</li> </ul> </li> </ul>
11	<p><b>LEVELS OF AUTHORITY:</b></p> <p><b>Financial:               £0</b></p>

	Other: £Nil
12	<p><b>OTHER INFORMATION:</b></p> <p>Work in line with corporate policies and procedures to ensure that all matters relating to health and safety are adhered to, promoted and reviewed as necessary. Maintain the culture and values of the business, providing ethical working practices that support corporate policies and procedures relating to bribery and corruption. The Heritage Foundations is committed to providing a working environment in which everyone feels respected and valued and able to contribute to its success in an environment free from discrimination, harassment and bullying.</p> <p>The above job description is not necessarily a finite one and does not prevent the employee receiving work outside the job description from time to time.</p>