

JOB DESCRIPTION

Job Title: Digital Content Manager
Accountable to: Director
Employed by: Craftspace's Council of Management

Salary/hours: 0.5 Post annualised hours
12 month Fixed Term
£14,392.50 per annum for 18.75 hours/week.

Contract: The role is offered on a fixed term contract on a PAYE basis.

Job Purpose and Role

This is an exciting opportunity to create groundbreaking content as part of our Arts Council England-funded programme of digital commissions, working with artists and communities across the country.

The post holder will play a central role in building online communities with the assistance of our consultants at The Audience Agency, who will advise on metrics, tools and platforms.

You will also help plan, commission, create and edit new digital content with artists in our programme to publish through our online channels. This will include these projects: [We are Commoners](#), Queer Metal and [Making for Change](#).

The post-holder will co-ordinate and deliver activity with programme and operational staff to meet key milestones across the projects. In addition to the core Craftspace team they will liaise with artists, creatives, a freelance project manager and the Youth Digital Producer.

If you know your way around social media, engaging content and love working directly with artists and communities, then this is the job for you.

Principal Duties and Responsibilities

- 1. Digital infrastructure: provide digital skills, knowledge and expertise to support the team.**
 - 1.1 Support The Audience Agency to undertake a digital skills audit for staff and board
 - 1.2 Review current online data collection tools, analytics, software and make recommendations for improvements including alignment of data; support the Marketing Manager in implementing recommendations.

2. Programme: co-ordinate, deliver and produce digital programme content and assets

- 2.1 Manage commissions from artists in our programme, including scheduling, publishing and promoting content.
- 2.2 Advise on content formats which will achieve the highest impact with our target audiences, and measure this impact on social media and our website.
- 2.3 Make recommendations on allocation of budgets for content production and promotion.
- 2.4 Create, edit and promote original content for our social media channels and website, including video, photography, graphics and audio.
- 2.5 Co-ordinate venue/stakeholder meetings to support delivery of digital programme.
- 2.6 Have oversight of IP and legal requirements of our commissioned content.

3. Audience Development: co-ordinate and deliver assets and tools for audience growth activity

- 3.1 Provide advice to team on developing digital content into marketing assets and prepare briefs where required.
- 3.2 With input from The Audience Agency put in place appropriate tools, data capture and evaluation to measure engagement and impact of digital content.
- 3.3 Contribute insights from digital content performance to inform how to develop our target audiences.
- 3.4 Review digital programme assets for commercialisation e.g. ticketed access to online workshops/instructable resources, talks, screenings.
- 3.5 Contribute to branding discussions and development where required.

4. Ongoing over 12 month period

- 4.1 Prepare progress reports on digital programme for Board.
- 4.2 Maintain a project timeline and file relevant data for reporting.

- 4.3 Track and act on data relating to audience engagement, e-commerce and website performance.
- 4.4 Actively pursue and develop all duties and responsibilities in accordance with Craftspace's core values, code of conduct, equality of opportunity policy, health and safety policy (including risk assessment and safeguarding), data protection policy and core values in relation to disability.
- 4.5 Craftspace endeavours to meet its obligations in relation to the Equality Act 2010 and Data Protection Act. Employees are required to carry out their duties in accordance with organisational policy, commitments and plans.

Personal Specification

Essential

- At least two years' experience in a similar / complementary digital environment with a proven track record.
- A track record of working as part of a team
- Someone 'plugged in' to the arts world, its digital trends and passionate about engaging audiences.
- Demonstrable examples of project planning, delivery and evaluation.
- Demonstrable examples of creating and commissioning high quality and accessible content for online platforms.
- Demonstrable experience of creation and editing of digital content; photography film, graphics and audio, utilising Adobe Creative Cloud software or other software.
- Experience of using website data capture tools, Google Analytics SEO optimisation and native social media analytics for Instagram, Facebook, Youtube, twitter.
- Experience and understanding of data analysis and evaluation to meet business needs, including evaluating online activity.
- A creative, lateral thinker, enthusiastic team player and collaborator. Able to undertake duties using their own initiative.
- A high level of attention to detail and presentation, copywriting and proofreading.
- Good organisational and time management skills with the ability to manage multiple deadlines, prioritise workload and keep cool under pressure.
- Experience of e-commerce websites: monitoring and review.

Desirable

- Knowledge of the role of digital in charitable organisations
- Knowledge of effective digital marketing campaigns
- Disability access methods and tools
- Experience of skills audits.