

JOB DESCRIPTION

Job title:	Graduate Website & Digital Assistant
Department:	Marketing
Responsible to:	Marketing Manager
Salary Scale:	£19,500
Hours of Work:	Full Time, Fixed Term for 6 months. 37.5 hours per week.
Role Summary:	To act as the central contact point and staff member to co-ordinate all Museum communications; and to build, develop, and manage the Museum's website and digital content.

KEY ACCOUNTABILITIES:

This role is accountable for:

- A. To oversee the communications, both internal and external, for the Museum, including social media, digital media, and content.
- B. To build, develop, and manage the Museum's website, working with integrated software.
- C. Being an engaged member of the Museum team and actively engage in the inclusive, positive, and high-performing culture across the Museum.
- D. The delivery of excellent communication standards throughout the organisation.

DESCRIPTION OF RESPONSIBILITIES AND DUTIES:

1. Website Development

- Lead on the rebuild and management of the Museums website, ensuring user friendly layout, on brand aesthetics and the management of integrated systems, including e-commerce and EPOS.
- Take initiative to develop and maintain the aesthetics, structure and content within the website.
- Day-to-day responsibility of the website and social media accounts and ensure these are managed effectively.
- To ensure appropriate research and analysis is conducted into the digital tourism market and keep up to date with relevant trends.
- Ensure all content requested or supplied for the website and/or social media is of a high standard and in keeping with centralised brand.
- Develop and implement a system to ensure balance of messages & communications which result in a positive impact for both engagement and income.
- Keep up to date with software developments from our suppliers and industry.
- Regularly audit the website to develop content and deliver analytical reports to track efficiency.
- Be able to resolve any technical issues with the website and digital software used on site.

2. Communications

- To co-ordinate the development of the Museum's communication channels and key messages to the audiences.
- To produce effective communications to engage visitors and stakeholders, raising awareness and encouraging greater participation and interaction.
- Develop and maintain the Museum's brand, including identity, tone of voice and core messages.
- Oversee the Museum's use of social media, planning content and publishing, evaluating our success in terms of effective and efficient execution of resources.
- Proactively support and engage other Museum staff with website & social media messages, ensuring content fits the tone and style and is co-ordinated centrally.
- Support and communicate Museum events and any other projects that require communicating to the visitor audience.

3. Other Duties

- To understand and uphold the Vision, Mission and Values of the organisation and ensure that these values guide and inform the work and conduct of the post holder.
- To fulfil other duties & work on other projects as directed by the Marketing Manager.
- To attend conferences, training events and staff development days as they arise.
- To undertake duties from time to time, as requested that may be reasonably considered within the scope of the post.
- Ensure compliance with relevant legislation and statutory codes of practice, including GDPR and copyrighting.
- To carry out all duties with full regard to the Museum's policies and procedures.

PERSON SPECIFICATION

Job title: Website and Digital Assistant

The person specification focuses on the qualifications, experience, knowledge, skills, talents and attitude required to undertake the role effectively.

Requirements	Essential	Desirable
QUALIFICATIONS		
Educated to degree level or possessing equivalent qualifications and training	X	
EXPERIENCE		
Experience of using web languages, including PHP and HTML.	X	
Project management and working to deadlines.		X
Experience in data tracking, analysis, evaluation and report delivery.	X	
Experience with CMS systems and digital marketing, (e.g. HubSpot)		X
Working with design & website software, (e.g. Adobe Suite, Wordpress)	X	
An understanding of communication methods to engage a diverse range of stakeholders	X	
KNOWLEDGE & SKILLS		
Good working knowledge of relevant legislation (e.g. GDPR, Copyright, etc)	X	
Understanding of tourism trends, particularly with reference to the heritage market		X
Excellent oral and written communication skills, including listening skills and report writing	X	
Ability to establish strong working relationships with a range of different stakeholders	X	
IT systems including Microsoft Office and an understanding of how to use IT systems and data to drive organisational performance	X	
Excellent planning, organisation, and administration skills	X	
TALENTS & ATTITUDE		
Commitment to equality, diversity and inclusion and ability to engage visitors and stakeholders from all backgrounds	X	
Outcome / target focused - passionate about creating change, building a customer focused environment, and driving strong commercial performance	X	
Discipline driven - committed to high standards, attention to detail and focused on exceptional delivery and operating standards	X	
Flexible and resilient - able to thrive and lead in a busy, fast paced and change-driven environment	X	