



Job Description

Job Title	Digital Marketing Coordinator
Department	Marketing
Reporting to	Head of Marketing
Hours	Full-time: 35 hours (5 days)
Contract	Permanent

Summary

The Digital Marketing Coordinator will support the Head of Marketing, with our ambition to drive increased visitor conversion through our online marketing channels, which engage our target audience, developing our brand presence.

They will be responsible for delivering creative high-quality content, written, imagery and video, across key digital channels, using existing and emerging digital tools and platforms.

The Digital Marketing Coordinator will ensure that our social media platforms are up to date, responding and engaging with our audiences, and our website content is relevant, accurate and informative for our visitors.

The Museum has a new online shop (E-Commerce), which requires support by the Digital Marketing Coordinator, working alongside the Retail Manager.

Job role:

Key Responsibilities:

Content Creation:

- Assist with the creation and implementation of our digital strategies to support online engagement and audience growth.
- Support with content planning for the Museum's digital channels, providing creative, innovative, and engaging ideas, contributing to the content calendar.
- Create engaging content highlighting our programme, exhibitions, and collection, ensuring these are optimised to support discoverability and conversion.
- Produce photography and film for all digital channels and platforms adapting content where required for inclusion in temporary and permanent exhibitions.

- Responsible for organising and booking all relevant photo and video shoots, collaborating with the curatorial team and other internal and external voices.

Social Media:

- Manage and maintain all social media channels on a regular basis.
- Monitor and respond to requests, feedback, and comments on social media in a timely and appropriate manner.
- Schedule social media content around upcoming events, exhibitions, and programming.
- Working with the Head of Marketing, to manage a social media advertising budget ensuring best return on investment.
- Support in the development of an influencer outreach programme, leading to greater reach and an increase in audiences.
- Be the champion of online trends and current events, join in conversations and grow communities.
- Stay up to date with and report on emerging trends and social media platforms.
- Support the Head of Marketing, in data gathering, analytical reporting and altering schedules or content where necessary to optimise engagement.

Website:

- Maintain the Museum's website using WordPress, ensuring content is relevant, up-to-date, and informative for our visitors.
- Ensure all content is web accessible and accessibility compliant.
- Contribute and support with the delivery of the website evolution plan, working towards delivering identified updates and an ongoing development strategy.

Email:

- Generate outbound email marketing campaigns, which includes managing recipient distribution lists.
- Populate the Museum's monthly newsletter and support in the development of email strategies, using segmentation and other tactics to grow conversions.
- Responsible for pre and post visit emails, including online visitor surveys.
- Identify ways in which to grow the Museum's email database.

Marketing Support:

- Contribute to the writing of briefs when using external agencies.
- Responsible for reviewing online platforms, such as Google and TripAdvisor, responding to online reviews, collating for monthly circulation to the wider Museum team.
- Use Google analytics and other data sources to monitor the success of digital campaigns and activity.
- Provide support and advice for the wider Museum team, such as website updates, brand consistency and artwork sign-off.
- Maintain and grow the Museum's online listings, ensuring content is correct and up to date.
- Identify and manage online listing sites for programming, ensuring they are kept up to date and accurate.
- Create visitor feedback channels such as satisfaction forms and online surveys.

- Contribute to the ongoing management of the new e-commerce shop, including content, images, film, and product descriptions.
- Support the relaunch of the events and conferencing business.

The above list is not exclusive or exhaustive and the job holder may be required to undertake other duties as may reasonably be required.

Competencies

Essential

- Experience of working in marketing, a social media team or similar role.
- Knowledge and experience of social media channels and platforms.
- Proven experience and understanding in how to create audience-focused content that drives engagement.
- Experience in planning, coordinating and the delivery of online marketing content.
- Strong writing skills with the ability to create written content for use across all digital marketing channels, including e-newsletters.
- Familiarity with content management systems and scheduling tools.
- Experience of running social media campaigns (organic and paid for).
- Excellent interpersonal skills with the confidence to communicate effectively.
- Excellent organisational skills, with the ability to prioritise a busy workload and to work flexibly and under pressure without losing attention to detail.
- Knowledge of social media platforms, in particular Instagram, Facebook, TikTok, and LinkedIn.
- Proficiency in the use of Microsoft Word, Excel, and PowerPoint.

Desirable

- CIM qualification in Professional Digital Marketing or similar.
- Experience of photo and video editing.
- Working knowledge of WordPress.
- An understanding of how to build and sustain relationships with online influencers to broaden brand recognition and audience reach.
- Awareness of emerging digital trends and techniques.