



JOB DESCRIPTION

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|-----------------------------|---|
| Job Title | Digital Media/Marketing Officer |
| Team | North |
| Location | Venue based in Seventeen Nineteen - Sunderland |
| Reports to | Centre Manager |
| Salary | £25,900 per annum |
| Duration | Fixed term contract – 14 months |
| Normal Working Hours | 36 hours net per week. Will involve a flexible working pattern of 5 out of 7 days including some evenings and weekends. |

The Churches Conservation Trust (CCT) is the national charity caring for historic churches at risk. As the operator of the third largest heritage estate in charitable ownership in the UK, our 356 historic churches include examples of irreplaceable architecture, archaeology and art from 1,000 years of English history.

CCT has an international award-winning reputation in heritage conservation and regeneration. All churches in our care are listed, mostly Grade I and II*, and some are Scheduled Ancient Monuments.

Without our care, these buildings might have disappeared entirely. Instead, they are enjoyed as social, tourism, educational and cultural resources, kept open, in use, and living once again in the heart of their communities.

Seventeen Nineteen – Holy Trinity is a Grade I* historic church that was regenerated by The Churches Conservation Trust in 2021 into a new use cultural and heritage events venue, with significant investment from the National Lottery Heritage Fund. Launched in 2022 offering a stunning and unique setting where people can meet, discover and connect with themselves and others. An artistic outlet, educational wonderland, gig venue, break-out space and unconventional meeting place, that special occasion event space – Seventeen Nineteen is celebrating history while making way for new memories.

Overall job purpose

The Digital Media/Marketing Officer will play a crucial role in supporting the growth of Seventeen Nineteen into a sustainable venue. Seventeen Nineteen aims to become a key heritage, arts and cultural venue for the city of Sunderland. The Digital Media/Marketing Officer will support the Seventeen Nineteen team to bring this vision to a reality.

To work with the Centre Manager (CM), the Participation and Engagement Officer (PEO), Events/Administration coordinator (EAC), the Churches Conservation Trust (CCT) Communications team and any external marketing agencies to plan, develop and implement all aspects of the Seventeen Nineteen digital marketing strategy to reach more people, engage diverse audiences, support income generation, engagement, footfall, and build stronger relationships with our audiences.

To deliver the Seventeen Nineteen marketing objectives to meet the activity, engagement plan and business plans. This is a public facing post.

Key relationships

The Digital Media/Marketing Officer will be line managed by the Centre Manager and will work closely with the Participation & Engagement Officer, Events/Administration coordinator.

The role will interact with internal and external customers; including volunteers, colleagues across CCT teams, press, network partners, performers, artists & creatives and visitors & audience members.

Key duties and responsibilities

The Digital Media/Marketing Officer is expected to deliver their responsibilities efficiently and with integrity – showing a positive attitude. The role involves demonstrating strong communication skills (both written and verbal) and adopting a proactive solution focused approach to work.

The Digital Media/Marketing Officer is also expected to show initiative, an ability to manage priorities and their own time. They will be required to demonstrate problem-solving skills, decision-making and the potential for people management responsibilities. Their key duties and responsibilities will include:

1. Digital Marketing -

Social Media - Deliver the Social Media strategy capturing KPI's and project objectives to feed into the monitoring and evaluation process. Delivering the social media strategy to support more meaningful conversations and engagement with key audiences and increase followers. Planning and coordinating a schedule of activity across Facebook, Instagram, Twitter, LinkedIn, My Google Business, YouTube and other platforms to expand our social media audience base. Managing promotions, campaigns, and engagement in accordance with the developed social media strategy.

Marketing – Email Marketing: Plan and manage a regular schedule of email marketing (Newsletter) activity, growing our subscriber base and creating engaging, relevant content including testing to optimise results.

Content - Writing engaging content across multiple platforms for a variety of audiences that is consistent with brand guidelines. Keeping up to date and informed about all aspects of Seventeen Nineteen engagement and business plan delivery.

Media/Asset creation - Using either Adobe Creative cloud and or Canva to create new assets for the use of the team. All content created within the term of this brief will be for the sole use and ownership of the Seventeen Nineteen project and The Churches Conservation Trust.

Brand Guidelines - To implement brand guidelines and ensure compliance in all areas of work.

2. **Print:** To coordinate the printing and production of our magazine, leaflets, educational materials and some merchandise, including writing, editorial and proofing. Organising occasional print adverts.
3. **Website-**
Assist in the regular updating of the Seventeen Nineteen microsite; ensuring content is up to date; has a consistent tone of brand voice; user journey is clear and performance of content is measured against clear KPI's and meets the needs of the social media and marketing strategies.
3. **Other- Reporting:** Benchmark, monitor, report and analyse results to improve performance, using tools such as Google analytics and others, so that amendments and improvements can be made where appropriate. **Collaboration:** Work with the Seventeen Nineteen team and local heritage/cultural/education partners to identify content opportunities and produce the relevant materials (news items, thought leadership, podcasts, blogs, infographics etc.) and disseminate in the most appropriate digital channel.
4. **Live Stream –** Lead on the delivery of any live stream events. This will include overall responsibility for the safe storage, setup, and use of the equipment. Provide technical support for both in-house and private hired recordings. Promote and run workshops on “How to record/live stream” for various audiences.
5. Support the hosting of external/internal events, performances, exhibitions, workshops and activities. To assist in setting up and operating PA and lighting equipment associated with events.
6. You will combine your ability to plan and prioritise with a flexibility and curiosity, contributing to areas outside of your daily responsibilities.
7. Provide front of house, welcome desk and café/servery duties as required within the role.
8. You will be required to comply with the CCT's Equality and Diversity policies, for which training is given and ensure CCT's policies and procedures are followed.

N.B. This job description is not all encompassing. Over time the emphasis of the job may change without changing the general character of the job. Your duties may be reviewed from time to time and revised and updated in consultation with you to reflect appropriate changes.

Additional information:

Mandatory training (for all roles)

If successful, you will be required to complete mandatory compliance training including but not limited to:

- ☐ Equality, Diversity, and Inclusion
- ☐ Bullying and Harassment for Employees
- ☐ Stress Awareness
- ☐ Mental Health Awareness
- ☐ Health & Safety Essentials
- ☐ Fire Awareness
- ☐ DSE Assessment

- GDPR UK Awareness
- Safeguarding Awareness
- Effective Remote Working (if applicable)

Safeguarding

We believe that everyone we come into contact with has the right to be protected from all forms of harm. We want everyone visiting our churches, volunteering with us, or working with us to have a safe and enjoyable experience. We will not tolerate abuse, maltreatment, or exploitation by or to our staff, volunteers, or members of the public. **We also expect our staff to share this commitment.**

Person Specification: Digital Media/Marketing Officer

| | Essential Criteria | How this will be assessed |
|---|---|---------------------------|
| 1 | Educated to A level or equivalent. | A |
| 2 | Experience of creating engaging digital content marketing | A |
| 3 | Experience of planning and supporting live stream and recorded events of a variety of size and style. | A |
| 4 | Experience of working in an events/administrative role. | A |

Section 2. Further Essential Criteria

| | Essential Criteria | How this will be assessed |
|---|--|---------------------------|
| 1 | Experience of working within a marketing, PR, publications, or other communications context. | I |
| 2 | Knowledge of design, photography and print production. | I |
| 3 | Excellent verbal and written communication skills. | I |
| 4 | Computer literacy and ability to be administratively self-servicing | I |
| 5 | Ability to use own initiative and to work effectively alone and as part of a team. | I |
| 6 | Well organised, able to manage own time, prioritise workload and meet deadlines | I |
| 7 | Confident, professional, open approach to dealing with colleagues at all levels internally and externally. | I |
| 8 | A creative flair that can be practically harnessed to create engaging communications content. | I |
| 9 | Willingness to travel to in-person meetings and events on occasion. | I |

Section 3. Desirable Criteria

| | Desirable Criteria | How this will be assessed |
|---|---|---------------------------|
| 1 | Attention to detail and presenting work to a consistently high standard | I |
| 2 | Excellent interpersonal skills; able to maintain effective working relationships with people at all levels. | I |
| 3 | Experience of audio visual equipment. | I |
| 4 | Experience of undertaking or commissioning and overseeing design work | A |
| 5 | Experience of Adobe InDesign, Illustrator and Photoshop | A |
| 6 | Able to work out of hours on occasion. | I |

| | Personal qualities | |
|-----------|--------------------------------------|------|
| 8 | Positive and proactive work attitude | A, I |
| 9 | Keen to learn and develop | A, I |
| 10 | Confident and friendly manner | A, I |
| 11 | Enthusiastic and kind team play | A, I |
| 12 | Ambitious for self and others | A, I |

Information on assessment methods

| Code | Assessment method | This means... |
|-------------|--------------------------|---|
| A | Application | You need to provide examples and evidence as to how you meet this criteria in your application. |
| I | Interview | You will be asked competency based questions around this criteria at interview. |
| T | Test | This could be an ability test or group exercise assessing you against the criteria. |
| P | Presentation | You will be asked to prepare or give a presentation to demonstrate against this criteria. |

Selection criteria

The candidates who appear from their application to best meet the person specification criteria will be invited to interview. It is therefore essential that your application gives a full but concise description of the nature, extent, and level of the responsibilities you have held. The shortlisting criteria are detailed under the personal specification. Please ensure that you address each of the areas that are to be assessed in your application. Applications by CV only will not be accepted.

We are an inclusive employer and offer equal opportunities to all regardless of an individual's age, disability, gender identity, marriage or civil partnership status, pregnancy or maternity, race, religion or belief, sex and sexual orientation.

Employee benefits

As well as a salary of £25,900 per annum, we offer:

- Membership of the Civil Service Pension scheme
- 27.5 days annual leave provision, rising 30 days after five years' service and 33 days after ten years
- flexible working arrangements
- home working allowance for home-based staff
- life assurance through the Civil Service Pension scheme
- learning and development opportunities
- enhanced parental leave arrangements
- a free and confidential employee assistance programme
- season ticket loans and cycle to work scheme
- 20% staff discount on Champing at CCT sites

How to apply

If you would like to apply for this role, please select '**Apply Now**' to begin your application.

You'll be asked to submit a CV and a short supporting statement (max 2 sides A4) outlining why you'd like to complete an apprenticeship and how you fulfil the person specification for this post.

Please note direct applications via email cannot be accepted for this role; only applications submitted through our recruitment portal will be considered.

The closing date for receipt of applications is **9am on Friday 30th June 2023**.

A 'Familiarisation Site Visit' in location and interview will be held on **Tuesday 11th July 2023 in Seventeen Nineteen - Sunderland** for shortlisted candidates. Please note that the interview dates have been specifically chosen according to the availability of the panel.

We are not a licenced sponsor at this time. Any offer of employment will be made subject to valid right to work in the UK being provided.

Please note that the interview dates have been specifically chosen according to the availability of the panel.

We are a Disability Confident Committed Employer. Candidates who declare that they have a disability and who meet the essential criteria for the job will be offered an interview.

If you have any queries about this role, or if you have a disability and wish to request a reasonable adjustment at any stage of the recruitment process, please email recruitment@theccct.org.uk.