

**DERRY THEATRE TRUST
MILLENNIUM FORUM**

JOB INFORMATION PACK

Job Ref:	
Department:	Marketing
Job Title:	Digital and Social Media Officer
Location:	Millennium Forum, Newmarket Street, Derry-Londonderry BT48 0RW
Working Hours:	37 hours per week
Salary:	£24,00.00 per annum
Post Status:	Permanent
Closing Date for Applications:	Friday 11th August 2017 at 12 noon
Contact Details	The Monitoring Officer: Tel: 02871 264426; email: lisal@millenniumforum.co.uk
Documents enclosed	Job Description, Person Specification Application and Monitoring Form

MILLENNIUM FORUM

JOB DESCRIPTION

Post: Digital and Social Media Officer
Department: Marketing
Reports to: Marketing Manager

Key purpose:

The post-holder will be required to contribute to and implement the Millennium Forum's Digital & Social Media Plan. This involves developing and promoting brand awareness online and generating inbound traffic to the Millennium Forum's website. Central to this role is the maintenance and development of key audiences for the Millennium Forum. The role will raise awareness of the Millennium Forum locally, nationally and internationally both online through the Forum's website as well as by digital media and social networking.

Duties and responsibilities:

The Digital and Social Media Officer will:

Social Media

1. Actively develop and deliver the Millennium Forum's Digital & Social Media Plan.
2. Advise the Marketing Manager on relevant regulations and legislation relating to digital /social media use and ensure that the Millennium Forum complies with this using the relevant social media and web based platforms.
3. Design written content, graphics, audio, video and app based content / tools using the appropriate software for use on digital / social media channels, ensuring a consistent brand identity.
4. Manage social media campaigns, including editorial and administrative content.
5. Be responsible for making recommendations on the management and control of relevant budgets for digital and social media campaigns and website maintenance and development in liaison with the Marketing Manager.
6. Manage digital and social media content on a daily basis, building relationships with existing and prospective Millennium Forum patrons and influencers to build brand advocates.
7. Be an advocate for the Millennium Forum in social media spaces, engaging in dialogues and answering questions where appropriate.

Website/Digital Marketing

8. Operate the content management system for the Millennium Forum's website and update the site as required.
9. Manage all content relating to the website (including dynamic content) and actively liaise with the site maintenance provider and hosting company to ensure that the site is fully optimised at all times.
10. Create new content as well as managing content from other promoters and sources to ensure consistency and a coherent customer journey through the website.
11. Manage a Blogger outreach programme and build an active brand ambassador network to positively spread the word about the Millennium Forum.
12. Implement digital marketing campaigns and demonstrate a creative approach to content creation to develop and promote the Millennium Forum's brand online.
13. Manage e-zine content including the management of databases and lists.
14. Create and maintain new marketing campaigns and brand promotions on different sites, monitor progress using web analytic tools and answer directly to social media enquiries.
15. Ensure all online campaigns are integrated with offline activity.

Data Analysis and Reporting

16. Monitor developments in social media tools, trends and applications and make recommendations on relevant applications and emerging trends.
17. Create and maintain new marketing campaigns and brand promotions on different sites, monitor progress using web analytic tools and answer directly to social media inquiries.
18. Manage the online reputation of the Millennium Forum and respond to queries /complaints on social media sites in real time in discussion with the Marketing Manager.
19. Report on and monitor social media activity daily, providing detailed weekly and monthly reports and analysis using online monitoring tools.
20. Check non-owned forums and social media and post comments/responses where appropriate in discussion with the Marketing Manager.
21. Provide social media training for employees.

22. Prepare and present regular market reports to the Marketing Manager as required.

23. Undertake any other duties relevant to this post which may be required from time to time.

Some evening and weekend work will be required to fulfil the duties of this position.

Please note: The postholder should be aware that the responsibilities of the post may be subject to change as a result of developments in digital and online marketing. The Millennium Forum therefore reserves the right to change the duties of the post by adding to or amending the range of responsibilities. The postholder will be required to be flexible and adaptable to meet the changing needs and requirements of the organisation.

Derry Theatre Trust is an equal opportunities employer.

MILLENNIUM FORUM
DIGITAL AND SOCIAL MEDIA OFFICER
PERSON SPECIFICATION

	Essential Criteria
Qualifications / Experience	<p>A degree in Marketing, PR, Digital marketing/advertising or similar discipline.</p> <p style="text-align: center;">AND</p> <p>A minimum of 2 years employment experience in all of the following areas:</p> <ul style="list-style-type: none"> • Project management / organisational skills • Social and digital media, including being able to measure and quantify social media presence • Digital marketing • Management of an open sourced website content management system (CMS) • Content marketing, sourcing and managing content development and publishing • The use of various tools to measure clickthroughs and measure traffic activity (i.e., facebook insights, Google Analytics etc.) • The implementation and management of social media campaigns and reporting on on results. <p style="text-align: center;">OR</p> <p>Consideration may also be given to candidates who do not possess the above qualifications but have a relevant level 3 qualification e.g. HNC or equivalent level of qualification</p> <p style="text-align: center;">AND</p> <ul style="list-style-type: none"> • Three years employment experience in all of the areas outlined above.
Technical Competencies / Knowledge	<ul style="list-style-type: none"> • Sound technical understanding and ability to pick up new tools quickly • Knowledge of blogging • Indepth knowledge and understanding of social media platforms and their

	<p>respective participants (Facebook, Digg, YouTube, Twitter, Flickr, Instagram etc.) and how they can be deployed in different scenarios.</p>
	<p>Desirable Criteria</p>
	<p>It would be useful if candidates:</p> <ul style="list-style-type: none"> • Had experience in using a database management system such as ENTA (although full training will be given). • Are in possession of a full driving licence and have access to a car when required. <p>The successful candidate will be based in the Millennium Forum and may work outside of the building, when required.</p>

	Behavioural Competencies
	<p>Candidates will be required to demonstrate the following competencies at interview.</p>
	<p>1.1 Setting direction: Contributes to the development of a strategy and conveys a clear vision led by being innovative, ambitious and proactive.</p> <p>2.1 Managing our own work: Plans , structures and prioritises own work to achieve optimum results.</p> <p>2.3 Communicating with Impact: Presents a positive image by communicating effectively, being resilient and treating people fairly.</p> <p>3.3 Meeting customer needs: Establishes the needs of customers and strives to ensure that these are met.</p> <p>4.3 Achieving results: Takes personal responsibility for making things happen. Shows motivation and perseverance in overcoming obstacles and achieving results.</p> <p>4.4 Continuously improving services: Seeks to continually improve the services and processes that impact on users.</p>