

The Landmark Trust

Job Description

Post Title	Social Media Assistant
Reporting to	Marketing Executive
Staff reporting into this post	None
Liases with	All Marketing and Communications team, Engagement and Operations
Term	6 month fixed-term contract
Hours	Full-time
Location	Shottesbrooke, Berkshire
Date of document	April 2018

About Landmark

The Landmark Trust is a charity that rescues important buildings that would otherwise be lost. We take on historic places in danger and carefully and sensitively restore them. By making them available for holidays, they can be enjoyed by all, both today and in future generations. We have in our care nearly 200 buildings in Britain, several in Italy and France and one in Belgium.

Summary of the Role

The Landmark Trust's marketing and communications team plays a critical role in delivering Landmark's overarching agreed strategic objectives which are to rescue rare and remarkable historic buildings and promote public enjoyment of them. The marketing and communications team's goals are to:

- a) Retain the existing loyal audience by cementing our bond with current customers
- b) Attract and cultivate new audiences

Digital channels are playing an increasingly important role in our marketing and communications mix. Landmark's social media presence and activity has grown in the past three years, with over 18,000 fans on Facebook, over 16,500 on Twitter and 38,600 on Instagram – all showing increasing levels of engagement. The Social Media Assistant will join the team in being collectively responsible for promoting Landmarks as wonderful places to stay and reinforcing our purpose as a compelling charity. The person will drive digital content, for instance by researching and drafting blogs and creating/editing videos. They will contribute to the development of the Young Landmarkers membership scheme.

Main Duties and Responsibilities

- To champion, develop and grow the Landmark Trust's social media channels including Facebook, Twitter, YouTube, Instagram and LinkedIn. Use of social media management platform Hootsuite.
- Posting at frequencies applicable to each audience and engaging in conversation.
- Managing a budget for social media advertising based on best return on investment.
- Encouraging audiences back to our website to generate conversions into booking revenue.
- Developing an appropriate tone of voice for each channel.
- Crafting and curating content such as blogs, news pieces, restoration project updates, photography and videos. This entails working independently to liaise with our Buildings, Housekeeping or Operations teams.
- Developing links with influencers such as leading bloggers.
- Outreach to existing groups and networks appropriate to our target audience, such as dog owners, walkers, architectural influencers etc.
- To be fully conversant with each platform from a technical point of view and create, maintain and share analysis of the effectiveness of each channel and their contribution to our key goals of bookings, donations and awareness.
- Coordinating video production.
- Reporting back on progress and KPI metrics through regular updates to the team. Maintain weekly dashboard documenting key metrics such as reach and engagement
- Collation and curation of key internal Landmark news, which is circulated to staff in a weekly email.
- Monitoring developments in the world of social media to identify fresh opportunities e.g. new channels or trends.
- Working with the Media Officer on the management of Young Landmarkers. Create and send monthly email to members. Recruit new members in line with department targets
- Providing social media support at after-hours work events
- Supporting Marketing Executive on drafting monthly email news content in our E-CRM platform to customers/supporters.

Website

- Fully conversant with content management system (Episerver) and comfortable with making timely, well written and accurate content using the agreed tone of voice.
- Editing and adding appropriate images and other digital content.

General

- To work closely and harmoniously with colleagues in all respects.
- To appreciate, and work within the organisation's culture and to conduct all activities in a manner which promotes and enhances the Landmark Trust's character and reputation.
- To demonstrate and foster personal interest in heritage and historic buildings.
- Landmark is an equal opportunities employer. All staff are expected to conduct themselves in accordance with the Equality Act 2010.
- All staff are expected to fulfil their duties with due regard to their own health and safety and that of others.
- To undertake any other duties as may be reasonably required in the post.
- This is an outline job description that may be subject to change in consultation with the post-holder.

PERSON SPECIFICATION

Category	Essential	Desirable
Education and Professional Qualifications	<p>First degree or equivalent experience</p> <p>English language to GCSE</p>	English Language to A Level
Experience	<p>Active and experienced user of key platforms: Twitter, Facebook, YouTube, Instagram</p> <p>Work, including administrative, experience ideally in a busy office environment</p>	<p>User of platforms: Flickr, Pinterest</p> <p>Experience of working with bloggers</p> <p>Use of social media management platforms: Hoot suite</p> <p>Experience of working in a PR or Digital agency</p> <p>Experience of working in a holiday, travel, leisure, heritage, historic buildings organisation or a charity</p> <p>Experience of updating websites or willing to learn</p>
Skills and Abilities	<p>Technical competence using digital platforms</p> <p>Proven ability to acquire rapid understanding of new platforms and technology</p> <p>Self-starting: Ability to work independently and deliver activities alone and as part of a team</p> <p>Must be able to demonstrate sound editorial judgement and consider consequences</p> <p>Ability to work comfortably with both the written word and with images</p> <p>IT literate and proficient in MS Office</p>	Full driving licence

	<p>Ability to communicate with a variety of audiences effectively both verbally and in writing</p> <p>Ability to communicate effectively in writing and orally in both formal and informal situations</p> <p>Meticulous attention to detail and the ability to plan and prioritise</p> <p>Self-motivated with the ability to progress several tasks simultaneously, ensuring that time scales are maintained, including when working under pressure</p> <p>Strong organisational skills</p> <p>Confident in meeting others and building relationships over the phone and face to face</p> <p>Comfortable with change and with a willingness to learn</p> <p>Empathy with and commitment to the work of the Landmark Trust</p>	
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