

The Landmark Trust

Job Description

Post Title	Digital Content Manager
Reporting to	Digital Marketing Manager
Staff reporting into this post	Digital Media Assistant
Liaises with	All members of the Marketing and Communications team, Landmark internal people, IT team, external web support agencies
Hours	Full time
Location	Shottesbrooke
Date of document	December 2018

The Landmark Trust is a charity that rescues important historic buildings that would otherwise be lost. We sensitively restore these 'Landmarks' and make them available for holidays so they can be enjoyed by a wide group of people. We have in our care nearly 200 buildings in Britain, several in Italy and France and one in Belgium.

Main Duties and Responsibilities

The Landmark Trust's marketing and communications team plays a critical role in delivering Landmark's overarching agreed strategic objectives, including sustaining/growing occupancy levels and communicating its charitable activities. Working within this team, you will play a key role in planning, producing and distributing Landmark Trust content for multiple platforms including www.landmarktrust.org.uk and emails. You will drive brand consistency across digital channels and oversee a Digital Media Assistant who manages our growing social media presence.

You'll have strong experience of digital platforms as well as strong track record of successfully integrating content across multiple channels and managing campaigns that increase audience awareness and engagement levels. You'll write to a high standard, have outstanding attention to detail and a deep understanding of what content resonates with different segments. This will be backed up by analysis and KPI reporting. You'll be good at building relationships across an organisation, prioritising your workload and working as part of a team.

Specific activities:

Content development:

- Researching and writing content in line with key themes and messages that resonate with customers and supporters e.g. inspiring holidays, compelling fundraising appeals, and restoration updates

- Writing in line with brand guidelines and shaping content in line with strong visual identify
- Editing and proofreading content
- Managing of creative resources including designers and writers
- Developing an editorial calendar for multiple campaigns and themes
- Optimising content according to SEO
- Steering Landmark's video and podcast plans to increase engagement levels

eCommerce:

Website

- Managing all content on the Landmark Trust website, and oversee workflow with other Landmark teams e.g. Development and Engagement
- Developing, implementing and delivering Ecommerce strategy and targets
- Working with the Digital Marketing Manager to liaise with our digital agency partner to manage web developments and day to day issues
- Leading on user experience (UX) for landmarktrust.org.uk
- Monitoring and improving conversion rates

Email

- Managing all email newsletters, including drafting, designing and execution
- Data segmentation and targeting
- Increasing engagement levels and analysing performance
- Supporting the implementation of new email service provider and ongoing development of current services

Social Media

- Overseeing social media strategy to drive traffic, engagement and ultimately generate donations and bookings
- Developing influencer strategy, including for Landmark's Ambassadors and advocates
- Line managing Digital Media Assistant to achieve success across social media platforms
- Analysing and reporting campaigns to influence strategy

People Management:

- Recruiting, leading and managing staff, ensuring effective delegation, motivation, development and support
- Managing and motivating staff dealing swiftly and efficiently with staffing issues including training and development, standards of presentation, poor performance, disciplinary and grievance procedures as well as annual reviews and day to day communication

General:

- Working closely and harmoniously with colleagues in all respects
- Appreciating, and working within, the organisation's culture and to conduct all activities in a manner which promotes and enhances the Landmark Trust's character and reputation
- Landmark is an equal opportunities employer
- All staff are expected to fulfil their duties with due regard to their own health and safety and that of others
- Undertaking 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

Category	Essential	Desirable
Education and Professional Qualifications	First degree or equivalent experience	English language to GCSE
Experience	<p>Experience of managing a complex website using a Content management system</p> <p>Experience of digital marketing</p> <p>Experience of managing email broadcasting system</p> <p>A minimum of three years' digital experience either in the commercial sector or charity fundraising</p> <p>Experience of data analysis and interpretation, and an understanding of customer segmentation</p> <p>Experience of using image editing software, preferably Photoshop</p>	<p>Experience of working in a commercial environment, ideally in a travel or holiday company</p> <p>Experience of working in a charity</p> <p>Experience of managing budgets and negotiating with agencies</p>
Skills and Abilities	<p>Ability to communicate effectively in writing and orally in both formal and informal situations</p> <p>Excellent organisational and project management skills</p> <p>Ability to interpret data to inform marketing segmentation and decision-making</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 and maintain time scales, including when working under pressure</p> <p>Ability to work both alone and as part of a team</p>	

	<p>Comfortable with change and with a willingness to learn. Ability to problem-solve and think creatively</p> <p>Empathy with and commitment to the work of the Landmark Trust.</p> <p>Confident in meeting others and building relationships over the phone and face to face</p>	
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TERMS OF EMPLOYMENT

CONTRACT DURATION

This is a full-time, permanent position.

LOCATION

This position is based at our main offices in Shottesbrooke, near Maidenhead, Berkshire.

SALARY

£28,000 - £30,000 per annum paid monthly in arrears depending on skills and experience.

WORKING HOURS

35 hours per week Monday to Friday 9.00 am to 5.00 pm.

HOLIDAYS

The holiday entitlement is 25 days per annum plus statutory holidays, increasing in stages to 30 days per annum after 10 years' service.

SICK PAY

During the first three months of employment or the probationary period (whichever is the longer) you will only be paid your Statutory Sick Pay entitlement. After this period you will receive full basic pay during any sickness absence up to 20 days in any 12 month period. The Statutory Sick Pay will be included in this sick pay. Where absence exceeds seven consecutive calendar days and in certain other circumstances, a doctor's certificate will be required.

PENSION SCHEME

Provided you meet the criteria, you will be auto-enrolled into Landmark's pension scheme.

MEDICAL HEALTH

Private health insurance, currently with BUPA, can be provided when you have been with Landmark for a year.

NOTICE

The appointment is subject to satisfactory completion of an initial six month probationary period, though this may be extended if more time is needed to assess suitability for employment. During this period the post will be subject to a week's notice on either side. A minimum of three months' notice in writing on either side applies after the end of the probationary period.

HEALTH & SAFETY

All staff are expected to observe all health and safety at work regulations as set out by Landmark in accordance with statutory requirements.

CONTRACT

The successful applicant will be required to sign Landmark's Contract of Employment.

The purpose of this information is solely to help prospective employees to understand the details of Landmark's Conditions of Employment. It is not an offer of employment and does not form part of the Contract of Employment or the Job Description.