



Post: Digital Content Executive
Department: Marketing and Communication
Division: Enterprise

Job Description

Key Responsibilities

- Work in association with the Head of Marketing & Communication and Web Manager to deliver RBGE's Marketing & Communications Strategy with a focus on digital objectives and targets.
- Further develop RBGE's social media channels and online communities to deliver an increase in reach and engagement.
- Create compelling copy, visual assets and video content for social media that resonates with our followers and reflects RBGE's mission, vision, and values.
- Work with colleagues to develop RBGE databases, data collection and CRM systems.

Specific Responsibilities

- Production of engaging and relevant content to publish across RBGE's digital channels.
- Storyboard, direct, shoot and edit short videos using Adobe Premier Pro.
- Collaborate with colleagues, funders and partners on how best to support projects through digital communication.
- Collaborate with the wider Marketing & Communications team to ensure coordination of a planned approach to messaging.
- Community management of social media channels: engage with the public responding to comments and coordinate responses with internal stakeholders, where appropriate.
- Activate new voices across RBGE's digital channels. Provide training and support to staff and volunteers to develop their digital skills and enable digital champions for the organisation.
- Measure and report on performance of social media activities to inform decision-making and provide feedback to management, funders and partners.
- Design or repurpose visual assets for RBGE's digital channels by the use of Adobe Creative Suite.
- Take photography for RBGE's social media channels using a DSLR camera.
- Support colleagues in managing the technical elements to RBGE's newsletter software, Blackbaud Raiser's Edge NXT.
- Manage social media advertising campaigns.
- Support the Web Manager in updating the website and increasing the accessibility of all published digital content.
- Play an active role as part of the Marketing & Communications department.



Person Specification

Skills/Aptitude	Essential	Desirable
Excellent digital copywriting skills, possessing the ability to write strong, reader-focused content to engage digital audiences.	*	
Proficient with video editing software and can operate and maintain camera, audio and other video production equipment	*	
Good DSLR photography skills	*	
Good organisational and planning skills and an ability to prioritise competing demands within a defined timeframe	*	
Ability to work collaboratively and as part of a team with a range of stakeholders	*	

Knowledge	Essential	Desirable
Experience of social media management in an organisation with a complex public offer	*	
Experience of adapting content for online audiences in a range of media and formats	*	
Proof reading/checking experience	*	
Experience of using Adobe Premier Pro and Adobe Creative Suite	*	
Experience of developing video concepts and producing videos	*	
Experience of managing digital advertising campaigns	*	
An understanding of the work of RBGE	*	
Some knowledge of working with CMS systems such as Umbraco (RBGE's CMS)		*
Experience of using email marketing software		*
Experience of SEO and the use of key words to enhance RBGE's content visibility		*
Familiarity with Google Ad Grants for Nonprofits		*
An awareness of best practices in producing accessible online content		*
Experience of using Hootsuite or other social media monitoring tools		*

Professional Qualifications	Essential	Desirable
A relevant degree level qualification or equivalent	*	