|  |
| --- |
| **Job Title**: Digital Communications Officer  **Reporting to**: Communications and Evaluation Manager  **Salary**: **SC5 SCP 22 to SCP 25** £22,454 to £24,626  **Contract:** Permanent  37 hours per week |
| **Main Purpose of the Job**  To research, co-ordinate and create innovative digital content across a range of formats to excite and engage with our audiences and raise the profile of York Museums Trust’s collections, buildings and gardens |
| **Core Responsibilities**  Develop digital content in a range of formats including written, photographic, video and interactive media to engage our audiences with the nationally significant buildings, collections, gardens and public programmes run by York Museums Trust  To act as a digital editor, maintaining accurate, up to date and relevant content across platforms, implementing editorial guidelines and ensuring usability and a tone of voice that engages the specified audience  Collaborate with colleagues across the Trust, to seek out the most engaging and relevant stories which will excite our audiences and play a significant part in YMT’s overall communications strategy  Schedule, publish and optimise content according to channel and internal guidelines and as part of integrated communication campaigns  Ensure all content is optimised to meet best practice in SEO and web accessibility  Ensure audience engagement is integral to all elements of the role, using analytics, feedback and aggregate data to gain a clear understanding of audience needs and motivations and incorporating these into future engagement strategies and digital content  Uphold the highest possible editorial standards to ensure content is always fact-checked and has impeccable historical and grammatical accuracy  Produce content that adheres to YMT brand values, house style and tone of voice  Build strong relationships with other relevant digital influencers within York, Yorkshire and at a national level  YMT has a strategic commitment to increasing its digital skill base. The post holder will be able to issue relevant training to colleagues and volunteers as required  Work in accordance with the Trust’s policies, procedures and all relevant legislation  Undertake other such duties that from time to time the Trust may reasonably require which are agreed with you and consistent with the nature and grading of your post  Demonstrate commitment to equality and diversity and an understanding of how this commitment applies to this role |
| **Key Relationships**  Communication and Evaluation Manager  Head of Fundraising and Communications IT and Digital Engagement Manager  Communications Team  Curatorial Team  Senior Leadership Team  Site Managers  Learning Team |
| **Skills and Experience**  **Essential**   * Educated to degree level or equivalent in Digital Media, Communications or related discipline or equivalent qualification or practical experience * Experience of working within a fast-paced communications environment * Experience of researching, developing and creating content for a broad range of digital channels * Experience of campaign management * Ability to think creatively about ways to communicate complex stories to users through digital media * Proficient in using content management systems and following good digital practice guidelines. * Excellent written and verbal communication skills with the ability to write, edit and present interesting, clear and accurate information for different audiences * Experience of engaging with the public online in an appropriate and timely manner in the required tone of voice and within relevant guidelines * Working knowledge of Adobe Creative Suite or similar video editing software * Proven experience of using data, analytics and audience insights to inform content decisions for future digital communication campaigns * Excellent organisational skills, with the ability to work on several projects simultaneously to coordinated deadlines * Ability to work as part of a small team in a collaborative style, to deliver fully integrated communications * To use initiative and work independently when needed, coming up with creative solutions to problems * Commitment to equality and diversity and an understanding of how this commitment applies to this role.   **Desirable**   * Experience of promoting a venue or visitor attraction. * A keen interest in history, art and culture * Copyright and licensing procedures and negotiation requirements * A sound knowledge of website development |

**Job Title: Digital Communications Officer**

**Terms and conditions of service**

Reporting line

This post reports to the Communications and Evaluation Manager

Salary

The salary for the post is YMT Scale 5, SCP 22-25 (£22,454 - £24,626per annum)

Annual leave

The annual leave entitlement is 25 days per annum pro rata, increasing by five days pro rata after five years continuous service with the Trust, plus public holidays.

Pension

The Trust belongs to the Local Government Pension Scheme and all new employees are enrolled. It is possible to opt out of the pension using forms available at [www.nypf.org.uk](http://www.nypf.org.uk).

Hours of work

The hours of work are 37 per week, Monday to Friday, although some flexibility is required.

Period of notice

The period of written notice required for you to terminate this post is 1 month. The Trust will give you 1 month’s notice.

Health

Prospective employees must be cleared by the Occupational Health Service as medically fit for employment by the Trust.

Probationary period

Appointments are subject to the successful completion of a six-month probationary period.