

JOB DESCRIPTION

Vacancy reference:	SRF29108
Post Title:	Digital Editor
Grade:	Grade 5
School/Department:	UMASCS
Reports to:	Marketing Manager
Responsible for:	N/A

Purpose

This post holder will be responsible for coordinating and producing social media and website content for The Museum of English Rural Life and Reading Museum, as part of Museums Partnership Reading, a National Portfolio Organisation funded by Arts Council England. A fundamental part of this role will be promotion and advocacy for the value and impact of digital content to both internal and external stakeholders. This will include leading on developing digital content strategy, planning and coordinating campaigns, sourcing content from colleagues, training others in relevant skills, copy-writing and editing, the marketing of public programmes and projects, engaging online communities in the museums' collections and mission, updating our online strategies and using data to drive decision-making.

Main duties and responsibilities

Strategy and development

- Responsibility for delivery and ongoing review and updating of digital content strategies across both museums in conjunction and consultation with MPR colleagues and teams
- Manage and sustain online communities across Facebook, Instagram and Twitter for both museums
- Lead on exploitation of video and Youtube for MPR to broaden and diversify audiences
- Lead on stakeholder research and consultation in relation to digital strategy and content and in briefing and updating MPR Board and teams
- Manage and deliver training and dissemination of best practice and digital skills to MPR teams, including volunteers, and the wider sector

Digital content creation and content delivery

- Maintain a social media calendar of relevant events, key dates and wider MPR activity
- Manage editorial of the Museum of English Rural Life and Reading Museum blogs
- Build and sustain a strong voice and tone across all social media channels, 'building on the success of The MERL Twitter account'
- Digital marketing of events, including the creation of social media assets in conjunction with the Marketing Manager
- Manage NPO trello boards relating to digital strategy and planning
- Create marketing materials including banners and graphics for use across all channels
- Operate DSLR camera and other relevant technology to produce original photography as required
- Write, shoot, edit and publish video in line with digital content strategy
- Compile relevant digital data and produce monthly reports of MPR performance against social media and website objectives and communicating insights to all staff

- Promote and disseminate MPR's digital practice, particularly its use of social media, to wider cultural sector, including at external events and conferences
- Manage quarterly digital campaign planning, including responsibility for ensuring that digital content meets objectives and links to collections content
- Contribute to overall delivery of MPR Business Plan, and undertake any other tasks deemed necessary and reasonable by the Director of UMASCS

Supervision received

The postholder reports to the Marketing Manager.

Supervision given

The Digital Editor will work closely with the MPR programme Officer and the Director of UMASCS and members of the MPR Steering Group. They will also work closely with the University of Reading Content and Communications teams and the Reading Borough Council corporate communications and digital teams. The postholder will split their time between the Museum of English Rural Life and Reading Museum as required.

Terms and conditions

This position is 0.8 FTE, fixed term.

This document outlines the duties required for the time being of the post to indicate the level of responsibility. It is not a comprehensive or exhaustive list and the line manager may vary duties from time to time which do not change the general character of the job or the level of responsibility entailed.

Date assessed: April 2019

PERSON SPECIFICATION

Job Title	School/Department
Digital Editor	UMASCS

Criteria	Essential	Desirable
Skills Required	<ul style="list-style-type: none"> • Excellent oral and written communication skills • Good team working skills • Abilities to deal effectively and professionally with enquiries and information requests • Competence in Microsoft Office suite • Creative writing and writing for web, particularly for social media channels and blogs • Adobe Photoshop for the production of graphics, alteration of photos and animation of GIFs • Excellent editorial skills, including copy-editing and –writing • Analysing and writing insights into both social media and website data (through Google Analytics) 	<ul style="list-style-type: none"> • Adobe InDesign and Adobe Illustrator • Training colleagues in social media skills and the production of training guides for staff and volunteers • Video shooting, production, editing and publishing
Attainment	<ul style="list-style-type: none"> • Good honours degree (first/second class) 	<ul style="list-style-type: none"> • Relevant professional qualification or equivalent experience • Training or equivalent experience in social media, Google Analytics and digital marketing

<p>Knowledge</p>	<ul style="list-style-type: none"> • Good knowledge of editorial style and publishing processes in an online environment • Knowledge of copyright laws and other appropriate legislation • SEO and the impact of social media • Current and future trends in social media and digital content • How to maintain a rolling digital content strategy, including translating business goals into the creation of meaningful content for target audiences • Accessibility issues and how to ensure social media is accessible to all audiences 	<ul style="list-style-type: none"> • Knowledge of cultural collections and their professional management and interpretation relevant to the MPR museums • Using Trello as a content planning tool • Searching and pulling content from museum catalogues and databases • A good understanding of current web technologies and what is possible within a digital environment
<p>Relevant Experience</p>	<ul style="list-style-type: none"> • Experience working across different teams and with colleagues at varying levels of seniority • Experience building and managing social media communities on behalf of an organisation • Dealing with customer service enquiries through social media • Familiarity with social management, monitoring and analytics tools • Experience of being editorial lead for coordinating content from a variety of colleagues at different levels of seniority and experience in social media • Working with content management software (e.g. Wordpress, Drupal) 	<ul style="list-style-type: none"> • Experience of working in relevant cultural organisation or context • Commissioning content from external providers • Public speaking on the topic of digital marketing and social media • Experience of working with volunteers

Disposition	<ul style="list-style-type: none"> • Ability to work methodically, neatly and accurately • Practical approach to problem solving • Able to prioritise tasks and manage time effectively • Adaptable and flexible approach to work • Creative thinker willing to take risks in how museums use social media to engage with audiences 	
Other	<ul style="list-style-type: none"> • Ability to advocate for the value and impact of digital content to both internal and external stakeholders 	
Completed by: Kate Arnold-Forster		Date: April 2019