

BLETCHLEY PARK

Job Description

Job title:	Digital Engagement Officer
Team:	Communications
Department:	Public Engagement
Reporting to:	Marketing Manager
Reporting staff/volunteers:	None

Main Purpose:

The Digital Engagement Officer is a dynamic role, responsible for shaping and driving forward our digital presence, ensuring the right tone of voice, brand, look, feel and messaging to drive engagement and visitation. Working closely with colleagues in Communications and other teams, the Digital Engagement Officer proactively develops content and presents it in an engaging way across our existing and future digital channels.

Person Specification:

The position requires the following, skills, abilities and personal attributes:

1. Excellent communication skills – verbal, presentation and written. Ability to work effectively with a range of internal and external stakeholders.
2. Passionate user and advocate of social media; ability to make real connections with users, inspire the team and our wider colleagues.
3. Comfortable to work independently and take the initiative to create digital engagement opportunities, and effectively prioritise multiple projects and deadlines.
4. Data-driven approach: always focused on impact, and fluidly making changes to implement learnings.
5. A team player, who is positive and always willing to go the extra mile to make our content stand out or to help out a colleague.
6. Detail-orientated and thorough, with a commitment to producing excellent content that's reliably error-free, in line with the house style.
7. Demonstrable interest in cultural heritage and history.

The following experience or knowledge is essential:

1. Demonstrable experience managing social media and/or digital content, agency-side or in-house.
2. Good working knowledge of social media tools (including YouTube and Hootsuite), trends and technologies, along with digital systems and tools, such as Content Management Systems (ideally Wordpress), CRM/ Email systems and possibly digital events platforms.

3. Ability to create engaging social media and web content for our brand and audiences.
4. Experienced in photo-editing, video editing and multimedia using software, i.e. Adobe (Photoshop/ Lightroom/ Premier Pro)
5. Experienced in the production and understanding of analytics to show the impact of different content and social activity, i.e using social media reporting and GA4.
6. Experienced in managing projects, including internal and external team members and stakeholders; and concurrent projects to deliver on objectives within timeline and process.

The following skills are desirable:

1. Experience leading and commissioning others in content creation.
2. Crisis management experience.

Key Responsibilities:

1. Produce and implement a social media strategy and editorial schedule, using meaningful content and conversation to drive growth and engagement across our digital channels.
2. Manage social media channels day-to-day and commission or create a dynamic and representative content offer in a range of media (video, audio, written, image, etc).
3. Create and deliver digital content for different audiences in line with wider communications strategy. Including, social media, website content, digital marketing, email newsletters and online events.
4. Keep up to date on new tools and digital trends and recommending new initiatives to keep us at the forefront of digital engagement opportunities.
5. Continually being aware of digital communication opportunities within Bletchley Park as well as the wider digital landscape. Actively search for news and major events which can increase visibility of Bletchley Park content.
6. Work closely with the Communications team to develop website content, in line with house style, for different audiences.
7. Foster good internal relationships to harness valuable expertise across the organisation and encourage fast turnarounds on content with a news hook or contemporary focus.
8. Develop and execute per-exhibition and per-project social media plans, ensuring content and messaging is in line with wider communications strategy.
9. Further develop Bletchley Park's YouTube presence through the (in-house) creation of engaging video content.
10. Creating and executing photo opportunities, either as directed or on own initiative.
11. Lead on social media and digital content reporting; develop how we track and report progress against our commercial and brand objectives.

12. Commission and produce in-house online events, using existing and future digital channels, liaising with internal and external stakeholders to organise and deliver a range of digital events for different audiences.
13. Provide basic guidance on social media photography and content to relevant departments to encourage ideation and content creation, as well as embedding good digital practice across the organisation.
14. Working as part of the Communications Team and assist with other internal and external communication as directed.

This role is in part public facing and as such a dress code is in place.

Conditions: On site role based at Bletchley Park (MK3 6EB)
Full time permanent position
Monday to Friday 37.5 hours per week
Due to the nature of this role, some evening and weekend hours required. These will be recompensed by time in lieu.

Benefits: Salary: £26,000 to £29,000 per annum depending on experience
Company Pension scheme
Healthcare cash plan
Holiday 33 days per annum pro-rata for part time, including statutory holidays

Other: Bletchley Park Trust is committed to, and values the principles of diversity, equality, and inclusion. We strive to provide an inclusive and supportive working environment where all our team feel respected and supported in fulfilling their potential. We acknowledge and value the benefits of a diverse workforce and welcome applications from people of all backgrounds and are committed to ensuring that our recruitment process is transparent, fair and as inclusive as possible for all applicants.

No smoking is permitted in any offices or buildings.

Contact Details: Tracy Brighten
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