

Job Title: Digital Content Manager (full time)

Job Family: Engagement, Learning and Entertainment

Job Ref: HR to Advise

Job Family Definition

Roles within the Engagement, Learning and Entertainment job family focus upon the Eden experience, providing activities, learning programmes, encounters and events, which engage, inspire and entertain, thus enhancing individuals understanding, experience, skills and enjoyment.

Role Purpose

Eden Project Communities has UK wide reach and delivers initiatives that encourage public engagement and participation in positive action and create real social capital on a mass scale. The post holder will be responsible for the development and delivery of online marketing content and collateral.

Working within the **Digital**, Marketing, and PR teams, you will lead on content development, creation and delivery to create compelling visual stories, to optimise our online presence and drive engagement. Working closely with Head of Digital, Digital Communities Manager and Marketing team to develop content across the full range of digital disciplines, in order to maximise engagement with the Eden brand and inspire actions amongst our audiences.

Key Accountabilities

1. Contribute to, and help deliver the overall strategy for our digital presence including continuous monitoring and evaluation and recommendations.
2. Work with Head of Digital and chosen digital agency to plan a new website, edit and develop new content as appropriate ready for launch.
3. Review existing content with a view to attract new audiences, streamline the user journey, and increase engagement as part of a transition to a new website
4. Collaborate with colleagues, external suppliers, campaign partners, influencers and amplifiers to deliver creative and SEO friendly digital content and initiatives (including blogs, vlogs, films, Gifs, photos, graphics etc), including organising Welsh translation where appropriate.
5. Conduct competitive analysis to enhance organic ranking and traffic, and monitor competitor behaviour, identifying opportunities for development. Monitor, analyse and evaluate digital performance for continuous improvement.
6. Champion digital content within the organisation, guiding and training staff on best practice ensuring content is in line with campaign brand and values. Liaise with wider team and external agencies to maximise the impact of the online marketing strategy, ensuring funders and sponsors are built into key messages, creating fun and engaging content and amplifying that of valued partners.

Demands of the Role

Education and Qualifications	Educated to degree Level, ideally within a relevant discipline such as Digital Marketing, Marketing or Communications. Marketing qualification desirable, but not essential.
Knowledge and Skills	The successful post holder will have several years' experience in a similar role/environment driving behaviour change and participation through digital activities, showing professional competence in this area. In-depth knowledge and experience of current digital trends and tactics including online copy writing and editing, producing/commissioning multimedia content, overseeing production of email newsletters, social media, web and social analytics. The post holder will advise on digital approaches and develop an online content strategy to help us deliver our overarching strategic objectives. Familiar with Drupal, google analytics, SEO, PPC and Microsoft Dynamics as a CRM system.
Decision Making	Works to short - medium term objectives within the strategic marketing plan. Works closely with Marketing Manager, reporting in on a weekly basis. With oversight and accountability for continually developing and enhancing marketing channels, including e-comms and website. The job holder will need to have good creative judgment to advise on content, copy and channel usage. The jobholder will routinely need to reprioritize plans and activities to meet changing needs of the organisation at short notice with pace and accuracy.
Resourcefulness	We are in a fast-paced campaign environment with a high volume of activity. This role demands a good level of flexibility and ability to prioritise and juggle tasks. The post holder will be required to have a high level of innovation and creativity and be sensitive to consumer trends so they can source, analyse and make recommendations on data both in the market and from google analytics and CRM. Adaptive thinking is key, using best practice and experience to identify new approaches to extending our campaign reach.
People and Asset Management	Supporting the Digital Community Manager with regard to developing marketing and comms in line with overall strategy and providing guidance on content, tone and final proofing. Supervise and coach the wider national team, who may be more senior, on content and brand representation, including in nation channels. Responsibility for the maintenance and care of key digital assets including website, film assets etc and oversee a small budget for use in digital marketing, with oversight from the Head of Digital.
Communication and Visitor Experience	Well-developed communications skills are integral to this role, involving the jobholder in such activities as creative writing, and content selection; together with being able to present and explain research feedback and proposals for ideas/changes. Concise but powerful, engaging communications will be a key factor of success in this role. External communications will be the face for Eden Project Communities in the 4 nations of the UK, so quality and accuracy is key. Ability to write copy and proofread is key, a wide variety of channels and mediums are used regularly and comms will be tailored for different audiences.
Operational Environment	A home-based role with a significant amount of flexible working, including some evening and weekend work and UK travel and overnight stays likely to deliver this role. The role will form part of a hardworking, passionate team spread across the UK and in offices at the Eden Project in Cornwall and London.
Additional Features	Enthusiastic, fun, hardworking and pro-active person. Driving licence desirable.