

**Job title:** Head of Digital (Eden Project Communities)

**Job family:** Engagement, Learning and Entertainment

**Job ref:** xxx

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### 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.

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### Role purpose

Eden Project Communities has UK wide reach and delivers ideas that encourage public engagement and participation in positive community based action and build social capital on a mass scale. In order to grow awareness, participation and engagement across the general public we need compelling online content and campaigns that inspire action.

The post holder will lead the development and delivery of a digital strategy covering content and campaign activity to ensure Eden Project Communities' activity supports existing and reaches new audiences. Digital activity needs to drive participation in community led ideas such as The Big Lunch while driving engagement with our brand, mission and wider programme. Heading up a small team, the post holder will ensure communications are developed across the full range of digital disciplines to maximise engagement with Eden Project Communities and The Big Lunch brands to inspire action across existing and new audiences. This includes developing a new website, overseeing online programme content and the developing content to create compelling visual stories to enhance the programme, boost participation in it and share our impact.

### Key accountabilities

1. Lead delivery of Eden Project Communities activity and campaigns from a digital content and communications perspective. Develop and deliver a digital strategy ensuring it has the right mix of activities and investment to achieve its key objective of growing visitor numbers online and within the programme activities delivered, including our flagship event The Big Lunch.
2. Work closely with the Head of Marketing & Comms to design and deliver Eden Project Communities' digital marketing output to complement marketing plans and to reach across all digital channels (owned, earned and paid). Ensure quality, consistency, accuracy and adherence to brand voice and values, targeting and developing relevant audiences.
3. Lead a small Digital team to develop, schedule and deliver a rolling digital content and communications plan, ensuring that content reflects key themes, and reflects our diverse audiences at relevant times of year. Champion a digital first approach within the team, building and developing relationships across the team and beyond, guiding and training Communities' staff on digital and content best practice.
4. Lead activity to identify and capture visual storytelling opportunities and innovate new ways of telling stories and expressing our community activity and impact. Lead on the commissioning of creative digital content and initiatives from external suppliers, managing the end to end process including brief development, project management, risk assessment as well as managing digital agencies and suppliers.
5. Develop relevant reporting and analysis in order to understand and measure performance against the digital strategy. Line manage the Digital Community Manager and Digital Content Manager, ensuring they are managed effectively and developed to enable them to perform at the highest level within their role. Oversee Digital marketing budget ensuring all expenditure is deployed effectively. Monitor and reconcile expenditure, ensuring compliance with management reporting requirements and internal financial procedures.
6. Represent Eden at external conferences and forums, ensuring that information is disseminated back to the relevant staff at Eden. Keep up to date with digital marketing advances and technology.

**Demands of the role**

<b>Education &amp; qualifications</b>	Educated to degree level or equivalent, ideally with a professional qualification in an appropriate field of work or significant experience.
<b>Knowledge &amp; skills</b>	At least 5 years' experience working within Digital marketing and content in a consumer brand-led (B2C) organisation. The jobholder will have gained experience of the full range of digital activities including project management of digital builds such as websites, online copy-writing and editing, producing/commissioning multimedia content, email newsletters, social media management, web and social media analytics, SEO, PPC, paid digital campaigns etc. Experience in visual storytelling and in developing briefs, ideas and storyboards alongside scripts with a good understanding of the whole production process including producing, shooting and editing digital content.
<b>Decision Making</b>	A strategic thinker, the post holder will work strategically to drive the continued engagement and amplification of our work across a range of digital channels. Working to short and medium term objectives with a view to developing long term value and sustained engagement. Reports to Programme Director on progress and outcomes, the role holder will define and deliver the best approach to gain maximum value for and from each platform, operating within the wider team strategy. Regularly develops and recommends creative and innovative digital solutions to meet changing needs of the organisation at short notice.
<b>Resourcefulness</b>	This role demands a high level of innovation, strategic thinking and creativity, requiring the jobholder to be sensitive to the market and to consumer trends. Adaptive thinking is key to maximizing digital opportunities internally and across partner organisations. There is an ongoing requirement to develop content and campaigns designed to retain existing supporters and to draw new audiences to our digital channels.
<b>People &amp; Asset Management</b>	Responsible for a significant budget for managing digital marketing and platforms, agencies and delivery activity with authority to authorize moderate payments alongside line management of 2 people. Will need to coordinate and influence wider team to support digital content and campaigns effectively including supervising interim staff as required. Has responsibility for digital assets, including sensitive personal data relating to partnerships and programme participants.
<b>Communication &amp; Visitor Experience</b>	Exceptional communication skills essential with the ability to copy write and use language and campaigns to encourage engagement and action. Highly developed interpersonal skills key to manage internal and external relationships at a senior level. Able to act as a programme ambassador at a senior level and relate well at all levels across a mix of organisations and the general public. They must be able to adapt their approach in order to influence and engage people at all levels internally and externally.

**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, delivery driven and ambitious with gravitas, a good sense of humour and high levels of integrity. Needs to keep abreast of the latest developments and trends in digital industry, charity and community sector including trends in movement building, mass participation and community activism.