

Job Title: Digital Community 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 digital social marketing and digital community building across Eden Project Communities.

Working within the Digital, Marketing and PR teams, you will be the digital lead and will design and deliver digital collateral and campaigns that create a step change in our reach and engagement. You will optimise the engagement with our digital community on social media channels, developing engaging content and conversations. You'll ensure coordinated production and tailored delivery of social marketing collateral.

Key Accountabilities

1. Contribute to and deliver a digital engagement strategy to engage our community, excite the people of the UK in Eden Project Communities work and to encourage active public participation in our core campaign activities.
2. Design and deliver low cost digital campaigns and activities to create a step change in our reach and engagement levels. Working to identify audiences, influencers and amplifiers, develop approaches and cultivate relationships to support campaign delivery and strategy development.
3. Lead the ongoing development of social media channels through creation of digital marketing collateral with support from the marketing team and identify and oversee delivery of materials required for future campaigns including films, graphics, photography, Gifs, content, e-comms etc
4. Develop and manage all digital marketing channels and activities day to day to engage our existing audiences across the UK and appeal to new audiences, ensuring messaging and tone is in line with our branding and values and adheres with any data protection or other rules as required.
5. Plan, create and schedule social media content including written posts, photos, graphics, videos and competitions. Liaise with the wider team and external agencies to maximise the impact of our social media strategy and content, ensuring our funders and sponsors are built into key messages and we provide fun and engaging content through our own work and by amplifying that of valued partners.
6. Provide analysis of the effectiveness of our content through regular reporting including key metrics such as reach, impressions and engagement, report performance in team meetings and adjust digital strategy accordingly.

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, evidence of appropriate professional development in marketing and social media is desired.
Knowledge and Skills	The successful post holder will have several years' experience in a similar role/environment driving behaviour change and participation through digital means, showing professional competence in this area. In-depth knowledge and experience of current digital trends and tactics required along with the ability to advise on digital approaches and develop a strategy and direction to help us deliver our overarching strategic objectives.
Decision Making	Works to short term objectives where the impact of decisions will be evident within a few weeks. Works closely with Head of Digital, reporting in on a weekly basis. With oversight and accountability for continually developing and enhancing all digital marketing channels, the job holder will need to have good creative judgment to advise on content, copy and social media 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 source, analyse and make recommendations on data both in the market and from social media 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	Support the Digital Content Manager and supervise and coach the wider UK team with regard to developing marketing and comms in line with strategy and providing guidance on content, tone and proofing final. Responsibility for the maintenance and care of key digital assets including Social channels and website, film assets etc and a small budget for use in social and 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 copywriter and proofread key, a wide variety of channels and mediums used regularly and comms will be tailored for different audiences.
Operational Environment	A home-based role with an 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.