

Job Description

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| Post: | Digital Marketing and Communications Officer |
| Salary: | Attractive (depending on experience) |
| Reporting to: | Chief Executive |



Purpose of Post

The post holder will work with the Chief Executive and Marketing and Communications Manager to maximise our digital Marketing impact across all social media streams as well as maintain and improve the content on our websites.

About Caithness Chamber of Commerce

Caithness Chamber of Commerce is a membership organisation with approximately 200 members. These members are predominantly Caithness and North Sutherland based though there are several affiliates and business members who are based out with the area.

Caithness Chamber of Commerce is an active business organisation with a proven track record of delivery and professionalism. Some of its activity includes but is not limited to: Delivering business services to members, organising and hosting events, seminars and workshops, lobbying and campaigning on key issues facing local businesses and the area, chairing stakeholder meetings / forums and an active involvement in the socio-economic development and promotion of the area.

KEY ROLE DUTIES / RESPONSIBILITIES:

- Creating a social media and digital communications strategy, whilst developing and managing an integrated communications approach, using relevant social media channels for Caithness Chamber of Commerce and each of its associated contracts / initiatives.
- Posting at frequencies applicable to each audience and engaging in conversation.
- Encouraging audiences back to our website to generate conversions into membership.
- Developing an appropriate tone of voice for each channel.
- Crafting and curating content such as blogs, news pieces, project updates, photography and videos. This entails working independently to liaise with our project teams.
- To be fully conversant with each platform from a technical point of view and create, maintain and share analysis of the effectiveness of each channel and their contribution to the key goals of Caithness Chamber of Commerce and each of its associated contracts / initiatives.
- Monitoring developments in the world of social media to identify fresh opportunities e.g. new channels or trends.
- Supporting the Marketing and Communications Manager to draft monthly email news content in Mail Chimp, surveys utilising Survey Monkey and any other communications material as appropriate.

Website

- To be fully conversant with content management systems (such as Wordpress, Expression Engine) and comfortable with making timely, well written and accurate content using the agreed tone of voice.
- Editing and adding appropriate images and other digital content.
- Ensuring website content is up to date.
- Improving website content for SEO.

General

- To work closely and harmoniously with colleagues in all respects.
- To appreciate, and work within the organisation's culture and to conduct all activities in a manner which promotes and enhances the Caithness Chamber of Commerce character and reputation.
- Caithness Chamber of Commerce is an equal opportunities employer. All staff are expected to conduct themselves in accordance with the Equality Act 2010.
- All staff are expected to fulfil their duties with due regard to their own health and safety and that of others.
- To undertake any other duties as may be reasonably required in the post.
- This is an outline job description that may be subject to change in consultation with the post-holder.

Person Specification

Post Title: Digital Marketing and Communications Officer

| Factor | Essential | Desirable /Beneficial |
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| <p>Qualifications/Attainments</p> | <p>Marketing / Digital relevant degree or diploma / equivalent relevant experience in a similar post.</p> | |
| <p>Knowledge/work experience</p> | <p>Active and experienced user of key platforms: Twitter, Facebook, YouTube, LinkedIn.</p> <p>Work, including administrative, experience ideally in a busy office environment.</p> <p>Experience of updating websites and understanding SEO.</p> | <p>Knowledge / experience of other platforms such as Flickr, Survey Monkey, MailChimp and Wordpress.</p> <p>Use of social media management such as Hootsuite.</p> <p>Knowledge of issues affecting the Caithness and North Sutherland area.</p> <p>Knowledge and understanding of how wider economic issues impact on business.</p> <p>Knowledge of the work of the Chamber of Commerce in Caithness and also nationally and internationally.</p> |
| <p>Skills/Attributes</p> | <p>Proven ability to acquire rapid understanding of new platforms, technology and emerging digital trends.</p> <p>Self-starting: Ability to work independently and deliver activities alone and as part of a team.</p> <p>Must be able to demonstrate sound editorial judgement and consider consequences.</p> <p>Ability to work comfortably with both the written word and with images.</p> <p>Must possess strong copyediting and proofreading skills.</p> <p>IT literate and proficient in MS Office.</p> <p>Ability to communicate with a variety of audiences effectively both verbally and in writing.</p> | |

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| | <p>Ability to communicate effectively in writing and orally in both formal and informal situations.</p> <p>Meticulous attention to detail and the ability to plan and prioritise.</p> <p>Self-motivated with the ability to progress several tasks simultaneously, ensuring that time scales are maintained, including when working under pressure.</p> <p>Strong organisational skills.</p> <p>Confident in meeting others and building relationships over the phone and face to face.</p> <p>Comfortable with change and with a willingness to learn.</p> | |
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How to apply

Please send a full CV along with a brief as to why you are the best applicant for the post. The brief should be a maximum of 2 A4 sheets. Please ensure the brief shows evidence of the criteria in both the job and person specification.

Those shortlisted for interview will be required to provide samples of previous work, make a presentation and carry out a task relevant to the job role as part of the interview process.

CV and brief should be emailed to recruitment@caithnesschamber.com for the attention of Trudy Morris, Chief Executive

Closing date is 31 May 2018 at 17:00