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**JOB DESCRIPTION**

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| **JOB TITLE: Content Creator and Digital Marketeer (Part Time)**  **REPORTING TO**: Marketing and Communications Officer  **RESPONSIBLE FOR**: N/A  **DEPARTMENT**: Events Sales (and Marketing) Office  **DATE**: October 2023 |

**Job Purpose**

As a Part-Time Content Creator for Quiet Company, you will be an essential part of our marketing team, responsible for crafting compelling content that resonates with our audience across Instagram, LinkedIn, Twitter, TikTok, YouTube, email marketing, blog posts, and our websites. You will play a key role in attracting new audiences to encourage bookings at Friends House, our event venue, and The Light Auditorium. You will also be involved in driving engagement across our other brands, the Quiet Company, Seed Café, Bookshop, and Swarthmoor Hall. As well as to raise awareness for our social enterprise programmes: Bake The Difference, Maintain The Difference, Taste The Difference, Plant The Difference, where you will also work with our fundraising team

**Key Accountabilities & Main Tasks**

* **Content Creation:** Develop and produce engaging and relevant content, including but not limited to social media posts, videos, infographics, blog articles, and website updates.
* **Social Media Management:** Grow our presence on Instagram, LinkedIn, Twitter, TikTok, and YouTube. Create, schedule, and publish content, engage with our community, and monitor analytics to optimize performance.
* **Email Marketing:** Assist in crafting and executing email marketing campaigns, newsletters, and announcements to our subscribers, ensuring alignment with our brand and goals.
* **Blogging:** Write informative and engaging blog posts that showcase the activities, values, and stories of our organizations.
* **Collaboration:** Work closely with marketing team to understand their unique messaging and goals, and tailor the content plans accordingly.
* **Reporting and Analytics:** Monitor and analyse the performance of content and campaigns, using data to refine strategies and improve engagement.

1. **INTELLECTUAL DEMANDS**

* The post demands a high level of attention to detail and the ability to work quickly and accurately

1. **JUDGEMENTS**

* The post holder is expected to make judgements within the framework of the company business plan.
* The post holder is expected to make marketing, PR and social media decisions on a daily basis, including providing advice to managers.
* The post holder will be required to research and analyse market trends as to advise the Business Development and Revenue Manager on marketing strategies.
* The post holder is expected to make judgements based on an understanding of Quaker values

**6. USE OF RESOURCES**

* The post has no staff responsibilities

**7. COMMUNICATIONS**

* The post holder communicates with internal and external individuals by telephone, email and face to face
* The post holder will attend staff meetings in other departments when appropriate

**Internal – 20% -** contacts from within the Hospitality & Facilities Team and staff from other Quaker departments, particularly communications and services.

**External – 80% -** External customers, general public, visitors, potential customers, Swarthmoor Hall team and Quakers

**8. PHYSICAL DEMANDS & CO-ORDINATION**

* There are no unusual physical demands required of the post holder

**9. WORKING CONDITIONS & EMOTIONAL DEMANDS**

* The post involves working under pressure to tight deadlines
* The post involves travelling to Swarthmoor Hall in Cumbria and other venues when required

**OTHER RESPONSIBILITIES:**

* To undertake duties and responsibilities commensurate with the post
* Responsible for ensuring that BYM’s Safeguarding Policy is adhered to in all aspects of the role
* Responsible for ensuring that BYM’s Equal Opportunities Policy is adhered to in all aspects of the role
* Responsible for ensuring that BYM’s Health & Safety Policy is adhered to at all times
* Responsible for ensuring  that BYM’s commitment to sustainability is adhered to in all aspects of the role
* Responsible for ensuring that Britain Yearly Meeting’s Staff handbook is adhered to at all times.

**Competencies**

The postholder is expected to demonstrate Quaker Values, Hospitality Commitments and the following Hospitality & Facilities competencies:

**Team Work: Works effectively with others and builds positive relationships**

• Encourages ideas and input of others

• Includes and involves others in decisions that affect them.

• Demonstrates care and concern for others and resolves disagreements

• Gives constructive feedback to help others develop and recognises achievements

• Builds and maintains relationships outside of immediate team

**Planning & Organising: Organises and delivers tasks in a decisive and timely manner**

• Clearly communicates any change and explains the ‘why’

• Plans ahead, anticipates busy periods of work

• Identifies and evaluates options when making decisions

• Delegates to others as appropriate

• Provides clear direction and sets priorities

**Working responsibly: Uses resources (people, technology, finance, supplies and equipment) responsibly ethically, delivering to internal processes and standards**

**•** Challenges ways of working that are wasteful and inefficient

• Engages with suppliers to ensure ethical and sustainability standards are being met

• Understands risks - Works within procurement rules and budgetary constraints

• Invests time in developing and coaching others to manage resources responsibly

• Reviews data to identify what is going well and what could be improved upon

**Customer focus: Understands customer needs and builds effective customer relationships**

• Clearly communicates any change and explains the ‘why’

• Plans ahead, anticipates busy periods of work

• Identifies and evaluates options when making decisions

• Delegates to others as appropriate

• Provides clear direction and sets priorities

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**BRITAIN YEARLY MEETING**

**PERSON SPECIFICATION**

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| **Job Title:** Content Creator and Digital Marketeer  **Department :** Hospitality and Facilities Department  **Date:** October 2023 |

**ESSENTIAL KNOWLEDGE**

* Knowledge of and sympathy with Quaker values
* Knowledge of desktop publishing and design applications including the Adobe Creative Suite, Canva, and video editing software such as Premier Pro.
* Knowledge ofdigital media marketing including social media, email and e-marketing automations platforms, Mail Chimp, Hootsuite and online branding

**ESSENTIAL QUALIFICATIONS**

* A degree in marketing or CIM accredited to Diploma level (or equivalent experience)

**ESSENTIAL EXPERIENCE**

* **Experience in a similar marketing role**
* Demonstrable experience of desktop publishing and design applications included in Adobe Creative Suite
* Demonstrable experience with digital media marketing including social networks, electronic direct mail and online branding

**ESSENTIAL SKILLS**

* Excellent teamwork skills
* Excellent verbal and written communication skills
* Adaptability
* Good organisation and planning skills
* Creativity
* Commercial awareness
* Copy writing and proof reading skills
* Exceptional IT and social media skills

**DESIRABLES**

* **Recognised web management qualification**

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| Job Description Agreement  Post holder:  Manager:  Date: |