

## Job Description and Person Specification

Job title                      Digital Marketing Assistant  
Responsible to:              Marketing Manager

### Key Objectives

To oversee the production and delivery of digital marketing communications, in particular external and internal newsletters, ensuring all content is on brand and engaging for the Museum's audiences.

To manage and maintain the Museum's social media platforms, including Facebook, Instagram and Twitter, ensuring content is relevant, engaging and grows the Museum's online audiences.

To be responsible for maintaining and uploading content to the Museum's website, ensuring that the user experience is excellent.

To write promotional copy for the Museum which engages our audiences and increases our profile locally, regionally and nationally.

To evaluate activity and report to the Director of Audiences and Programmes on audience data across the Museum's digital platforms.

To work collaboratively with colleagues to improve and develop the Museum's reputation as a leading cultural organisation.

### Responsibilities

#### Digital & social media

- To maintain public facing websites and social media platforms
- To create and schedule the delivery of paid advertising on social media channels
- To deliver digital marketing campaigns as directed by the Marketing Manager
- To produce and distribute external/internal e-newsletters and online promotional materials
- To write and edit online promotional materials suitable for a variety of target audiences and formats
- To undertake administration duties relating to ticket bookings for events and activities as required
- To issue regular event and exhibitions listings to relevant media
- To update events listings websites and proactively research and identify new online listings channels

**Marketing & Design**

- To assist the Marketing Manager in creating signage and promotional materials
- To assist the Marketing Manager with market research on existing and potential audiences as required
- To assist with cross marketing activities with regional partners as required
- To attend team meetings, take part in collaborative planning and offer constructive feedback on activity
- To maintain the customer relationship management database information for the communications team

**Reports and Evaluation**

- To produce monthly reports on visitor engagement with social media, e-newsletters, and the website
- To maintain effective administrative systems and records

**General Duties**

- To carry out any other duties that may be required to deliver the Museum's vision.