

CHARLESTON TRUST

JOB TITLE:	Digital Communications and Content Producer
REPORTING TO:	Communications and Content Manager
CONTRACT:	Permanent, full time
SALARY:	£25 - £28k, depending on experience
HOURS:	35 hours per week, Monday to Friday, occasional evening or weekend working may be required.

ABOUT CHARLESTON

Charleston is a place that brings people together to engage with art and ideas. The modernist home and studio of the painters Vanessa Bell and Duncan Grant, Charleston was a gathering point for some of the 20th century's most radical artists, writers and thinkers known collectively as the Bloomsbury group. It is where they came together to imagine society differently and has always been a place where art and experimental thinking are at the centre of everyday life. Today, we present a dynamic year-round programme of exhibitions, festivals, and events. We believe in the power of art, in all its forms, to provoke new ways of thinking and living.

The Charleston Trust was formed in 1980 and is responsible for the care of Charleston's house, interiors and collections; and for opening the site to visitors. It is an independent charitable trust with a commercial trading arm, and currently receives no regular public funding.

MAIN PURPOSE OF ROLE

We are seeking a creative, data-minded and proactive individual with confidence across a broad range of digital activity.

The postholder will have practiced content production skills, a nose for a good story and a data-driven approach to digital communications. They will bring these skills to the whole programme of marketing for Charleston, including the house, garden, exhibitions and events programme.

You will join us at an exciting time for the organisation, working with a new brand and website, and as we continue to develop our artistic programme to reach new audiences and connect with our communities.

DUTIES AND RESPONSIBILITIES

Content production (40%)

- Prepare briefs and manage the production process for a variety of digital outputs including audio, video, animations, photography, articles and features
- Collaborate with third parties including designers, videographers, photographers, illustrators and creative agencies to create and deliver high quality, on-brand, impactful and engaging content across the digital landscape
- Source, commission and create digital content (written, image-based and video) across a broad range of digital activity to deliver engaging and inclusive content for Charleston's website and social media channels to

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ensure the organisation is engaging, responsive, dynamic and inclusive of the whole of society

- Support the Communications and Content Manager on the delivery of content as part of marketing and communications campaigns, as required

Digital communications (email marketing and social media) (40%)

- Contribute to the development of an engagement strategy, managing Charleston's social media channels to build communities, drive engagement, achieve audience development and income targets, and support organisational strategic objectives
- Develop and implement an influencer strategy that harnesses diverse external voices to increase reach and drive perception change
- Collect and report on audience data from digital platforms to build a clear understanding of the profile and opportunities within Charleston's digital audiences
- With the Marketing and Audience Insight Manager, analyse and report on booking data within the lifecycle of campaigns, specifically ensuring that digital activity is maximising engagement
- Support campaign leads on the planning and delivery of digital-first marketing and communications campaigns, including paid social and paid search
- Support the growth of commercial revenue by planning and scheduling digital activity that promotes Charleston's shop, online shop, café and venue hire offers
- Review and develop an email communications plan to meet organisational growth aims, including for the retention and acquisition of members as part of the membership strategy
- Provide the day-to-day management of freelancer relationships including photographers, videographers, animators etc.
- Develop a pool of on-brand photographers and videographers that Charleston can draw on to reach different audience types

Website (20%)

- Contribute to the management of the content and user experience on Charleston's website, working with internal teams and external developers to ensure it continues to meet the needs of our users and organisation.

General Duties

- Act as campaign lead as determined by the marketing and communications workflow plan
- Work closely with other departments in relation to all digital communications needs
- Ensure all data management and communications are compliant with GDPR and the UK Data Protection Act (2018)
- Represent the department on relevant internal and external working groups and panels
- Keep up to date with emerging digital trends and share insights with colleagues
- Carry out other duties that may arise to fulfil the main objectives of the post and the aims of Charleston.

Essential Skills and experience:

- Minimum two years' experience in a similar role (in-house or agency)
- Experience developing and delivering high quality digital content for a variety of platforms

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- Experience developing and implementing digital-first marketing and communications campaigns, including impactful paid search and paid social elements
- An understanding of the principles of user experience and user-centred design
- Experience using web CMS systems
- A solid understanding of SEO and UX principles
- Experience managing social media channels and implementing planning mechanisms such as content calendars
- Ability to analyse and interpret data, including through Google Analytics, extract relevant insight and communicate those insights clearly
- Excellent copywriting skills and meticulous attention to detail.
- A solid understanding of best practice in digital.
- Excellent interpersonal skills and the ability to build strong relationships with colleagues, stakeholders and external partners.
- The ability to think creatively, with a curiosity for good stories and the confidence to bring ideas to the table.
- Ability to work collaboratively in a small team.
- Flexible and adaptable to changing demands and new challenges.
- Good time management and the ability to work to tight deadlines.
- A strong sense of aesthetics and understanding of the particular character of Charleston's brand.

Desirable Skills:

- Experience of working in an arts related organisation or charity
- Graphic design skills and experience using software such as Illustrator, InDesign and Photoshop.
- Experience of working with ticketing, EPOS and CRM systems.
- An enthusiasm and commitment to the arts
- Experience of live streaming

ADDITIONAL INFORMATION

Applicants should be aware that although some working from home is possible, you will need to be at Charleston regularly and it can be difficult to reach us via public transport. We do operate informal lift sharing, but this is not guaranteed.

HOW TO APPLY

Deadline for applications: Friday 13 January

Interviews: w.c 23 January

To apply, please email a covering letter and CV to jobs@charleston.org.uk and follow the link on the job description webpage to complete an equal opportunities monitoring form.

All positions at Charleston are offered subject to the following conditions:

- Receipt of satisfactory references
- Proof that you are legally entitled to work in the UK

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