

Job Description and Person Specification

JOB TITLE: **Digital Content Coordinator**

Full time role - -

Hybrid working with at least 1 day a week in Birmingham-based offices

REPORTS TO: tbc

DIRECT REPORT(S): None

Job purpose and key responsibilities

This is an exciting time to join SFE in this new role that we are seeking to help improve and significantly grow our digital footprint. Working in the digital team, the Digital Coordinator role will manage our social media channels, prepare, develop and maintain content for the company websites, and contribute to the wider digital communication strategy.

Key Responsibilities

The development and management of content for use in multi-channel marketing communications, with a focus on social media and website content across the SFE family of websites, with the support of the Digital Marketing Manager. We need someone who can craft content that drives traffic, generates engagement and builds community. Responsibilities include:

- Managing the end-to-end production of content, from taking briefs and conducting research, to writing and editing various types of copy
- Designing and delivering creative and engaging content strategies and associated content calendars to schedule where and when content is to be published, using tools, for example, using Hootsuite
- Create content that promotes audience interaction, increases audience presence on company sites and encourages audience participation
- Create and develop marketing campaign content, including blogs, email communications and social media posts, optimising copy and landing pages for search engine optimisation
- Edit and proofread all collateral ensuring both grammatical and technical accuracy
- Undertaking audience research and identifying consumer trends to help with planning
- Analysing competitor activity
- Recommending improvements to increase performance
- Managing the day-to-day handling of all social media channels such as Facebook, Instagram, LinkedIn, Twitter and YouTube, adapting content to suit different channels and audiences
- Building social media communities by responding to social media posts and developing discussions with support from colleagues from across the organisation

- Monitoring, tracking, analysing and reporting on performance on social media platforms using tools such as Google Analytics, CRM, Hootsuite and Facebook Insights

Other considerations

- Due to the nature of the post, the holder would be expected to work flexible hours in order to attend certain company events for example, evening concerts
- This post requires an enhanced DBS clearance as SFE works closely with children and schools. Other appropriate checks and safeguards may also be required
- The role will require a highly flexible, motivated and innovative approach

Person Specification – Digital Coordinator

Factors	Essential	Desirable	Assessment Method
Qualifications	UK Degree or equivalent preferable	A degree in marketing or a professional marketing qualification is desirable	Cover letter & CV Copies of relevant certifications provided before/at interview
Experience	<p>Previous demonstrable experience in managing social media platforms</p> <p>Previous demonstrable experience in a copywriter or a digital content-focused role</p> <p>Knowledge of marketing techniques and an understanding of the digital best practice</p> <p>Experience implementing social and digital media content plans</p> <p>Experience of using scheduling tools like Hootsuite</p>	<p>Experience in developing content for webinars and podcasts</p>	Cover letter & CV Interview
Knowledge and Skills	<p>Knowledge of using social media platforms to engage target audiences within B2B and B2C</p> <p>Highly articulate with an excellent command of written English</p> <p>Knowledge of optimising copy and landing pages for search engine optimisation</p> <p>Excellent communication skills, with an impeccable attention to detail and the ability to proofread and write engaging copy</p> <p>Excellent organisational and time management skills with the ability to juggle multiple projects, prioritise and complete tasks to deadlines</p> <p>Track record of devising and delivering reports using social media platforms and Google Analytics</p> <p>Understanding of copyright law with regards image usage and CMA</p> <p>Highly numerate with excellent Excel and data manipulation skills</p> <p>Strong research, reporting and analytical skills</p> <p>Knowledge of web analytics</p>	<p>Experience of project management and evaluation tools and techniques</p> <p>Knowledge of the education sector</p> <p>Experience in using frontend web editing software e.g WordPress</p> <p>Experience writing HTML code</p>	Cover letter & CV Interview

Personal Qualities	<p>Highly developed interpersonal skills including influencing skills</p> <p>Innovative and self-motivated</p> <p>Ability to work flexibly and manage own workload, comfortable in being able to be self-sufficient and to work effectively as part of a team</p> <p>A confident communicator who builds relationships easily</p> <p>Ability to work under pressure and meet deadlines</p> <p>Strong organisational skills and attention to detail</p> <p>Proactive and solution focused</p> <p>High level of integrity, honesty and professionalism</p> <p>Seek advice and support when necessary</p>		<p>Interview</p>
Other	<p>An awareness, understanding and strong personal commitment to equal opportunities</p> <p>A willingness to share and embrace the company's principles and values</p>		<p>Interview</p>