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Description automatically generated with medium confidence

**Job Description**

**JOB TITLE:** Digital Communications Officer

**REPORTS TO:** Communications Manager

**HOURS:** 36.5 hours per week – fixed term contract to 31 December 2025

**LOCATION:** Ironbridge, Shropshire, a UNESCO World Heritage Site - with the option of hybrid working from office/home

**SALARY:**  £23,000 to £25,000pa subject to experience, pro-rata to contract term

**PURPOSE:** To promote and raise the profile of the Ironbridge Gorge Museum Trust (IGMT) through the development of compelling content across digital communications channels, building and deepening engagement with audiences around the world and driving visitors to our destination attractions and programmes

**Responsibilities of the role:**

* Develop creative and compelling content for IGMT’s digital channels which helps tell the unique stories of the Ironbridge Gorge
* Develop and deliver a social media content plan which aims to position:
* Ironbridge Valley of Invention as a must-visit destination
* IGMT as a heritage conservation and education charity deserving of support
* IGMT as the national source of authority and learning on all things related to the Industrial Revolution and its relevance today
* Day to day management and monitoring of current social media channels including Facebook, TikTok, Instagram and LinkedIn – including community management, responding to comments, engaging with other likeminded accounts etc.
* With the Communications Manager keep up to date with the news agenda and contribute to trending topics and conversations which are relevant to IGMT and our work
* Inform the Communications Manager of negative comments that may pose a risk to IGMT’s reputation
* Keep abreast of digital trends and best practice in the sector and digital world
* Form good relationships with colleagues from across the organisation and together develop engaging content for social media channels
* Provide detailed analysis and insight on social media performance to help inform future plans
* Ensure content is accessible for all audiences
* Work closely with the Communications Manager and Marketing Campaigns Manager to ensure messaging is aligned with business objectives
* Support the Communications Manager to ensure information on websites ironbridge.org.uk, furnacekitchen.co.uk and third party websites are accurate and up to date
* Monitor reviews on third party websites.

**Required Competencies:**

* Can demonstrate a genuine passion and interest in the power and benefits of social media for an organisation, be that within marketing, media or journalism
* Must be a digital storyteller and a self-starter with initiative and enthusiasm and a positive ‘can do’ attitude
* Can demonstrate sound knowledge of managing Facebook, Instagram and TikTok organic content and a willingness to try new things
* Excellent photographic and video production and editing skills
* Excellent written skills with the ability to draft and edit texts and present complex issues simply and accurately, to inspire and engage a variety of audiences
* Proven interpersonal skills and ability to establish and maintain effective working relationships with internal and external stakeholders at all levels
* Excellent communication and presentation skills and ability to provide guidance and explain complex issues and positions to a variety of audiences
* Excellent analytical skills in order to review campaigns and recommend improvements
* Excellent project and time management skills with the ability to plan in advance, prioritise tasks and manage own workloads
* Be able to drive and have their own vehicle as there will be some travel between sites
* Be prepared to work required hours – the role is mostly 9-5 but some evenings and weekends will be required.

**Desirable competencies:**

* At least 1 years’ hands-on experience of working in a busy social media environment
* Experience of working in the heritage, museums and/or tourism sectors would be an advantage although not essential
* Experience working with photo and video editing software, such as Canva.
* Experience of working with a Content Management System
* Familiarity with Social Media management tools (e.g. Sprout Social, Hootsuite, Sendible)
* A good knowledge of IGMT’s work and portfolio of museums – with an enthusiasm for what IGMT does.

Signed (postholder): …………………………… Printed: ……….………….. Dated: …………..….

Signed (manager): ……………………………… Printed: …………………….. Dated: …………..….

**This job description is subject to periodic review.**