

Communications Executive (Digital): c3 days per week

Job Summary

Working with the the Senior Management and Communications teams, and our team of Producers across the UK, the Communications Executive (Digital) will plan and distribute our digital communications, maximising audiences for, and engagement with our work via applesandsnakes.org and across our social media platforms.

Reviews undertaken by: Communications Consultant

Digital Communications and Marketing

- Collate and plan distribution of engaging content in line with Apples and Snakes' brand and communications ambitions
- Oversee the day to day management of applesandsnakes.org
- Liaise with creative teams and producers to project-manage digital content, advising and assisting where necessary
- Coordinate the distribution of content across Apples and Snakes' social media platforms and applesandsnakes.org, using organic and paid-for campaigns, to agreed deadlines
- Editing digital content, currently blogs, film, podcasts; maximising use across all channels and adapting for multiple audiences where appropriate
- Ensure cohesion in digital planning and output, in line with Apples and Snakes' evolving brand.
- Lead relationship with UTC/ Elstree film school (and any future partnerships); project management of artist filming, liaison with poets and staff, and management of project budget
- Devise and create original digital content as directed; writing, filming and editing agreed content
- With Communications Executive, work to maximise audiences and brand engagement to live events, and plan for maximum reach, eg livestream, live tweeting etc
- Research and build relationships with influential digital commentators to maximise the reach and impact of our digital content
- Set up protocols with the Communications Executive required to monitor and respond quickly to comments made through or about our digital communities and channels.
- Create and implement an SEO strategy, for maximum audience development and brand growth - ensuring best practice is adopted

Strategy, Planning and Monitoring

- Day to day management of Apples and Snakes sites and channels to improve user experience and increase audience reach, and income generation where appropriate.
- Monitor progress against agreed targets using Google Analytics and other analytics as appropriate (currently Sprout) and write clear and concise reports for staff, Board and funders using this information to demonstrate evidence of impact.
- Contribute to Communications focussed, cross-organisational digital strategy

- Create copy, content strategies and technical recommendations to improve website optimisation, conversion rates and cross-promotional opportunities across all channels
- Research and advise on the development of new digital opportunities that enhance and compliment the Apples and Snakes brand.
- Contribute to overall campaign planning within the communications team and create digital campaigns for significant projects and programmes as required.

General

- Represent Apples and Snakes externally; in person, or digitally; eg live tweeting etc.
- Attend and contribute to staff meetings
- Undertake any training considered necessary by Apples and Snakes
- Adhere to Apples & Snakes protocols, procedures, rules, and policies and participate in organisation's ongoing evaluation of effectiveness
- Carry out any other reasonable duties as may be required by the Directors.
- Ensure legacy of knowledge by appropriate filing, archiving, record-keeping and reporting

Experience, education, skills and qualities

Experience

- translating organisational objectives into digital communications, using appropriate platforms and content
- In depth and up-to-date knowledge of digital landscape, and latest digital and social media techniques
- Maximising success from day to day management of a website
- Managing multiple social channels, generating high engagement, via organic and paid advertising.
- Direct experience of CMS, SEO, SEM, content marketing, digital design and web development

Education / Skills

- Google or equivalent certification
- Project management skills, ability to multi-task and work to deadlines and achieve results

Qualities

- Attention to detail and accuracy
- Motivated, confident, resilient, positive attitude and with ability to work with wide range of people
- Passion for digital and online media and the Arts
- Analytical mind to analyse data and metrics into actionable strategies
- The need for flexibility is required and the post holder is expected to carry out any other related duties that are within the employee's skills and abilities whenever reasonably instructed.



Terms and Conditions:

- This is a one year's fixed term contract based at Apples and Snakes' London base
- Salary: £12,300 per year (£20,500 pro rata) paid monthly by BACS
- Hours: 21 hours per week (Due to the nature of the role some evening and weekend work will be required for which Time off in Lieu will be provided)
- Mondays and Wednesdays plus one further regular day to be agreed
- 18 Days holiday per year (pro rata from 30 days) plus pro rata allowance for bank holidays
- Apples and Snakes operates a contributory work based pension scheme into which the post-holder will be automatically enrolled.

Please apply by CV and covering letter to Jane Macpherson at hello@applesandsnakes.org. *Please include the job title in the heading of your email.*

Deadline for applications: **Mon 26 February, 12noon**
Interviews are likely to be held early w/c Mon 5 March