**Coventry & Warwickshire Chamber of Commerce**

**Job Description**

**Job Title:** Digital Content & Communications Coordinator

**Reports To:** Events & Marketing Manager

**Job Type:** 12 Months Fixed Term Contract until 30th April 2022

**Working Pattern:** Part-Time 22.5 Hours per week (3 Days)

**Salary Range:** £10,945.94 (FTE £18,000 per annum)

**Introduction:**

As a Digital Content & Communications Coordinator, you will be part of our Events & Marketing team working on a variety of initiatives and campaigns to support our strategic objectives.

You will support our communications across a number of digital platforms and medias including website, video and social media with opportunities to get creative to deliver engaging content.

Taking an agile approach to working across all areas of the Chamber of Commerce, you will work collaboratively to provide effective and engaging communications with a strong customer focus.

**Main Responsibilities:**

Website:

* To act as a ‘Website Champion’ for the Chamber of Commerce website, ensuring online content is updated, refreshed and presented in line with brand guidelines and supports Chamber objectives
* To support the creation of new sections and pages to the website where needed
* To help develop website assets to support Chamber campaigns including homepage banner images, widgets, links and page content
* To help develop advertising opportunities across the website, with a view to generating commercial income
* To identify opportunities to improve the user experience (UX) where appropriate
* To manage the ‘News’ section of the website, ensuring both Chamber of Commerce and Chamber Member news articles are uploaded to the website on a regular basis
* To maintain the Events Calendar, ensuring new events are added via the Chamber’s CRM and promotional images / sponsor logos added where needed

Electronic Communications:

* To support the Events, Communications & Marketing Manager / Coordinator in preparing electronic communications in line with the communications schedule, ensuring they are accurate and in line with brand guidelines
* Once approved, to send electronic communications to pre-defined mailing lists, ensuring mailing lists are updated before sending and comply with GDPR
* To report on electronic communications analysis & stats available via the comms platform

Chamber of Commerce and Member News:

* To monitor the news@cw-chamber.co.uk inbox, ensuring emails are actioned appropriately ensuring news is added to the appropriate communication channel
* To respond to questions and queries from Chamber Members when they submit articles and editorial
* To ensure the correct images are received to support news articles
* To advise Chamber Members when their articles have been published, providing a link or further information

Social Media:

* To support the social media activity of the Chamber of Commerce across 4 social media platforms, in line with marketing objectives and brand guidelines
* To prepare and schedule social media content to be shared, ensuring page feeds and timelines are kept populated
* To help create Chamber social media assets and promotional images where needed
* To review social media analysis and report on stats & data
* To identify new followers / page likes and provide company information to the Membership Team for follow up

C&W in Business, the Chamber’s official magazine:

* To support the Events & Marketing Coordinator in the preparation of 6 editions of C&W in Business, the Chamber’s official magazine (digital & print) in line with agreed deadlines
* Organising news articles, images and general magazine content into appropriate folders for our magazine publishers to access
* Liaising with our Membership Team and directly with Chamber Members to ensure relevant and appropriate content is included within each edition of the magazine
* Supporting the promotion of each edition of the magazine through social media, email and electronic communications

Video Content:

* To support the Events & Marketing Manager in the creation of new video content for use across the Chamber website and social media platforms
* Some basic video editing may be required

Other Duties:

* To offer general support to delivering Chamber campaigns – both local and national – through pre-defined communications plans and schedules
* To support departments across the Chamber with the creation of digital marketing assets – including e-flyers, GIFs, brand imagery and other assets as specified

**Person Specification:**

* Previous experience of using Umbraco Content Management System (CMS) would be an advantage
* Experience of Adobe Photoshop & Illustrator or InDesign would be an advantage
* Experience of managing multiple email inboxes, ensuring timely responses and appropriate action is taken
* Experience of using MailChimp for electronic communications would be beneficial to the role
* Experience in using social media platforms for business – Facebook, LinkedIn, Twitter and Instagram
* Excellent organisation skills with attention to detail
* Proactive approach to work using own initiative
* Flexible and responsive to constantly changing demands and priorities
* Committed to providing a high level of service to the wider Events & Marketing Team as and when needed