



ADUR & WORTHING
COUNCILS

Job Description

Authority:	WBC/ADC
Directorate:	Economy
Section:	Theatres
Post Title:	Senior Digital Officer
Post Number:	xxx
Accountable to:	Campaigns and Film Manager
Management responsibility for:	N/A
Authority to liaise with:	Internal: staff within Culture and WBC. External: The general public via social media and off-site.
Meetings attended on a regular basis:	Marketing Meetings weekly
Work Style	Mostly office based Monday-Friday. Occasional Evening and Weekend work

Principal purpose of job (role summary)

The Senior Digital Officer will support the marketing team in promoting all aspects of the work of Worthing Theatres, Museum and Art Gallery through our digital platforms. By maintaining and improving Worthing Theatres and Worthing Museum and Art Galleries' websites, creating, editing and uploading video content and developing SEO, PPC and digital advertising, the post will contribute to an effective digital communications strategy to engage, interact and build deeper relationships with our audiences. A key member of the marketing team including Worthing Theatres shows, films, events and catering within the Theatre venues; Worthing Museum and Art Gallery events and exhibitions.

Main duties, tasks and responsibilities of post holder

1. Increase our audience, reach and engagement via digital platforms and social media sites Facebook, Twitter, LinkedIn and YouTube in line with agreed targets and create an on brand voice across these platforms to ensure success.
2. Develop excellent working relationships with the Web Developer and Graphic Designer to ensure delivery of high on brand content.
3. Plan, edit and produce digital content to promote shows, screenings and exhibitions for use as in-house cinema trailers, on our youtube channel, websites and social media.
4. Work with the campaigns team in developing digital marketing campaigns, utilising a range of techniques and digital platforms in order to drive online traffic to our websites.
5. Manage a varied range of formats including emails, videos, live streaming, blogs, podcasts and images.
6. Work with the Marketing Manager forming effective paid search and SEO strategies, launching and optimising various PPC campaigns, oversee accounts on search platforms (e.g. Google AdWords, Bing) and be involved in keyword selection and audience targeting, tracking KPIs and producing useful reports for management.
7. Improve the usability, design, content and conversion of our websites. Ensure all show, exhibition and event information is uploaded in a timely fashion and made live within agreed timescales.
8. Ensure all digital advertising screens, exterior and interior are kept up to date and maintained liaising with external companies to report any faults or updates required.

9. Support the campaigns team in choosing best content and target audiences in their digital marketing campaigns utilising Audience Finder to inform those choices.
10. Monitor the performance of content across all platforms using analytics adapting the content plan as a result.
11. Undertake all duties in accordance with Council policies, in particular those relating to Customer Care and Equal Opportunities.
12. Undertake such other duties as may reasonably be allocated to the post holder, which may involve providing assistance in any section of the department as may be required from time to time.
13. Undertake any duties regarding health, safety and welfare at work, civil contingencies and business continuity which may reasonably be allocated to the post holder as a result of legislation, codes of practice or Council policies.
14. Promote the service and Council positively at all times.

The post holder will be required to undertake such other duties as may be required within the grade and competence of the postholder. Therefore, the list of duties in this job description should not be regarded as exclusive or exhaustive.

Duties will be set out in this job description but please note that the Council reserves the right to update the job description, from time to time, to reflect changes in, or to, the role. The post holder will be consulted about any proposed changes. Significant permanent changes in duties and responsibilities will require agreed revisions to be made to this job description.

Job Description agreed by:

Post holder (Print name):	
Signature:	
Date:	
Line Manager (Print name):	
Signature:	
Date:	
Executive Head of Service (Print name):	
Signature:	
Date:	