

**THE ART FUND  
JOB DESCRIPTION**

<b>Job Title</b>	Digital Editor & Social Media Manager
<b>Department</b>	Communications
<b>Reports to</b>	Senior Digital Editor (Creative Lead)
<b>Purpose of Role</b>	
<p>To be responsible for helping to communicate the Art Fund’s work as the national charity for art through our digital channels, maximising our impact by inspiring more and more people to see more art, more frequently; offering support and opportunities to museums and galleries; and empowering our 122,000 members.</p> <p>To lead on growing our 125,000 strong community and engagement across our social media channels. They write features, news and create a wide range of inspiring and engaging content for a wide range of audiences including art lovers, National Art Pass holders, museum professionals, students and corporates. They will also support the commissioning of film and other rich content and digital assets for our 2 million web visitors.</p> <p>They are a key contact for stakeholders including staff, trustees, volunteers, partners and external agencies and suppliers. The Digital Editor and Social Media Manager will work closely with the Senior Digital Editor (Creative Lead), as well as the Editor and Writer to produce, edit and update editorial content across the Art Fund’s digital spaces as well as helping the Digital Manager co-ordinate technical updates to the site.</p>	
<b>Key Accountabilities</b>	
<p>Social Media</p> <ul style="list-style-type: none"> <li>• Create, implement and manage a social strategy that communicates the Art Fund’s brand values, increases brand awareness, reputation and engagement in creative and innovative ways</li> <li>• Devise, co-ordinate and schedule bespoke social media content tailored to our target audience groups and tailored to individual social channels</li> <li>• Use social media to engage existing and new audiences in creative ways and increasing following and engagement against digital KPIs</li> <li>• Help build strong digital networks of supporters who are actively engaged with our work</li> <li>• Generate ideas to help engage and grow our online communities</li> <li>• Monitor engagement and conversations on our social media profiles and look for ways we can tap into conversations and gain insight from feedback</li> <li>• Work closely with marketing colleagues to deliver value on sponsored posts and track success</li> <li>• Support staff across the organisation to deliver cross-departmental social media ambitions</li> </ul> <p>Digital Editorial</p> <ul style="list-style-type: none"> <li>• Develop and execute an editorial and digital communications plan (agreed with Director of Communications and Senior Digital Editor)</li> <li>• Communicate the Art Fund’s activity, from fundraising campaigns to the National Art Pass in timely and creative ways</li> <li>• Help communicate the Art Fund’s charitable programme of grant-giving in new and interesting ways to the museums and arts sector across all digital platforms</li> <li>• Creating content-led activity across all Art Fund digital platforms to increase engagement with and understanding of our work</li> <li>• Produce high-quality and engaging content for artfund.org, ensuring a consistent editorial tone of voice across the web</li> <li>• Commission and produce editorial content across all digital media, including repurposing content from offline media for use on the web</li> <li>• Edit and approve web content (including from third parties) to ensure consistent editorial tone of voice across the web and e-communications</li> </ul>	

- Agree and manage internal roles, workflows and processes from several key content providers to maximise impact and improve cost efficiency of Art Fund web and online offering
- Help drive traffic to the website using Search Engine Optimisation Help ensure the site is maximising its SEO potential and other methods working in close collaboration with the Digital Manager
- Serve as expert consultant to staff on the development of web and online content in support of Art Fund objectives

#### Project Management

- Acting as the key digital communications contact for the Art Fund's crowdfunding platform Art Happens, including commissioning films to encourage donation, creating content strategies including social media, e-comms, news and features, and giving professional advice and support to the participating museums
- Being the lead digital editor for Art Fund Museum of the Year, including commissioning films, creating and implementing a content and engagement strategy across all digital channels, and running the annual photo competition
- Being the lead digital editor for fundraising campaigns to save important works of art, including creating microsites or dedicated pages on Artfund.org, commissioning films, creating and implementing a content and engagement strategy across all digital channels

#### Statistics and reporting

- Develop objectives and KPIs for social media and web content and engagement, potentially including earned engagement, community size, National Art Pass sales, donations to campaigns, on-site referrals and visits, registrations to newsletters, downloads of app, engagement with sector professionals. Test new ways of achieving KPIs and communicating with audiences.
- Generate monthly website stats and social media reports when necessary
- Keep abreast of developments in digital communications and evaluate our own digital capabilities, using both to advise on methods to improve and extend the Art Fund impact

#### **Other Activities, Duties and Responsibilities**

To perform any tasks as reasonably requested by managers and which relates to the overall Digital Editor & Social Media Manager role.

Contribute to the overall delivery of the work of the communications team.

To actively participate in the wider life of the Art Fund.

To undertake other duties as requested by the Art Fund from time to time.

#### **Reporting Lines**

Director of Communications, Senior Digital Editor (Creative lead)

#### **Close working relationship with:**

Director of Communications, Digital Manager, Editor and Writer, Communications Assistant, Marketing and Programme teams

## PERSON DESCRIPTION

	<b>Essential</b>	<b>Desirable</b>
<b>Qualifications</b>	<ul style="list-style-type: none"> <li>• Educated to degree level or equivalent</li> </ul>	
<b>Knowledge</b>	<ul style="list-style-type: none"> <li>• An understanding of relationship between editorial content on websites and other online and offline communications</li> <li>• An understanding and experience of using social media</li> <li>• HTML/ MS Office</li> <li>• Use of social media management tools eg Hootsuite, Tweetdeck and analysis tools</li> <li>• Strong understanding of technical workings of a CMS and digital media</li> <li>• An understanding of SEO principles and how metadata can be used to grow users</li> <li>• An understanding of Google Analytics</li> <li>• Experience of commissioning and editing film and audio content</li> </ul>	<ul style="list-style-type: none"> <li>• JavaScript/Photoshop/CuteFTP/ web analytics, Metadata</li> <li>• Final Cut Pro</li> </ul>
<b>Skills/Abilities/Competencies</b>	<ul style="list-style-type: none"> <li>• Copywriting, copyediting, proofreading and English language skills</li> <li>• Ability to connect and engage with audiences via social media</li> <li>• Ability to create visually arresting images for use on homepages and social networks using Photoshop</li> </ul>	
<b>Experience</b>	<ul style="list-style-type: none"> <li>• Good experience of online editing, including understanding of web issues, trends and directions</li> <li>• Experience optimising communications with audiences on social media</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of video and audio production desirable</li> </ul>
<b>Personal Attributes</b>	<ul style="list-style-type: none"> <li>• Highly organised with extreme attention to detail</li> <li>• Ability to work under pressure and to tight deadlines</li> <li>• A team player with strong communication skills</li> <li>• Proactive</li> </ul>	<ul style="list-style-type: none"> <li>• Interest in art and its potential to inspire and excite the public</li> </ul>

	<ul style="list-style-type: none"><li>• Passion for digital and media-rich, audio-visual products</li></ul>	
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