



February 2023

Job Description and Person Specification

Job title: Digital Media and Communications Officer

Reports to and is supported by: Executive Director of The Rowntree Society

Purpose of Job:

The Rowntree Society needs a Digital Media and Communications Officer to assist us increase knowledge of and interaction with the legacy and history of 'Rowntree' in its many forms, across local, national and international audiences. This is a flexible role. Working from home and in the office at Clements Hall for c.12 hours per week with an average of 50 hours per month, you will report to our Executive Director, work alongside the Board of Trustees and in close collaboration with the three Joseph Rowntree Trusts, the Borthwick Institute for Archives and other supporters and holders of the Rowntree legacy. For more information about us please see our website www.rowntreesociety.org.uk

Application and Selection Process

Please send a CV and a Covering Letter (approx. 750 words) explaining how your skills and experience match the requirements of the person specification to info@rowntreesociety.org by no later than 5.00pm on Friday 10th March 2023. Examples of social media posts or other digital outputs that you consider to have been successful are welcomed.

Queries about the role can be addressed to Fiona Grimshaw (Executive Director) via info@rowntreesociety.org

A first interview will be held on Zoom on 21st March 2023 in the afternoon and a second interview in person in York with the Executive Director, Chair and two Trustees of the Rowntree Society.

Role Summary:

The Digital Media and Communications Officer will:

- Assist the Society's Executive Director and Trustees in developing a digital strategy and audience development plan
- Identify channels, create, develop and execute social media campaigns to align with the Society's digital strategy
- Create and develop content for the Society's social media channels, newsletter and website
- Establish relationships with Rowntree Society stakeholders and partners to develop and maintain strong collaborative working
- Engage with audiences and followers and review trends and expectations



- Define KPI's for social media campaigns, newsletter and website
- Monitor campaigns, newsletter and web traffic metrics and analyse data obtained
- Review, update and make recommendations for development of the website
- Manage the Rowntree Society brand and style
- Undertake any other duties that may be reasonably required from time to time

Outline Terms & Conditions

- This is a part time post
- If self employment is preferred this will be considered
- Start date of employment: 1 May 2023
- Salary £26,000 per annum pro-rata
- The post is home based with regular visits to The Rowntree Society's office at Clements Hall, York
- Hours: we anticipate c.12 hours per week averaging 50 hours per month to be worked flexibly. Occasional evening or weekend work may be required
- Expenses: The Rowntree Society will reimburse expenses necessarily incurred in the fulfilment of the role and authorised in advance
- Holiday allowance: 25 days per annum plus bank holidays (pro-rata)
- Pension: contributory pension scheme with an employer contribution of 10% providing the employee contributes 5%
- IT equipment: use of own IT equipment but have the capability to use and sync with The Rowntree Society and its systems as required
- The Rowntree Society aims to be an inclusive employer
- A two-month probationary period will apply to this post, following which the Rowntree Society or the postholder will be required to give one month's notice.



About You:

Qualities and skills for role of Digital Media and Communications Officer	Essential/Desirable	Method of Identification
<p>Proven Experience:</p> <p>Worked in digital media development and communication for at least 2 years</p> <p>Experience in creating and executing digital strategies</p> <p>Knowledge of best practices for social media platforms such as Facebook, Twitter, Instagram, LinkedIn</p> <p>Experience of historical/social research and/or worked in the heritage sector</p> <p>Experience in a charity or not-for-profit setting</p>	<p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Desirable</p> <p>Desirable</p>	<p>Application</p> <p>Application</p> <p>Application</p> <p>Application</p> <p>Application</p>
<p>Knowledge, skills and abilities:</p> <p>Ability to craft engaging content</p> <p>Excellent verbal and written communication skills</p> <p>Capability to manage the website</p> <p>Flexible, self-starter who can work independently</p> <p>Strong organizational skills and ability to prioritise tasks</p>	<p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p>	<p>Application/Interview</p> <p>Application/Interview</p> <p>Application/Interview</p> <p>Application/Interview</p> <p>Application/Interview</p>
<p>Other attributes:</p> <p>Is enthusiastic and in sympathy with the Rowntree Society mission and goals</p>	<p>Essential</p>	<p>Application/Interview</p>