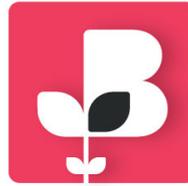


Staffordshire
Chambers of
Commerce.

Digital Content Officer
Recruitment Pack
September 2020



Staffordshire
Chambers of
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At Staffordshire Chambers of Commerce, we believe that we can help all the people of Staffordshire to be more prosperous and have more opportunities, by helping businesses to belong to the Chamber and do things better. We take pride in delivering excellent services to our members and expect the highest standards from our employees.

Digital Content Officer

£20000 – 250000 depending on experience

We have a fantastic opportunity for a PR and Content Officer to join our team. Based at our offices at Festival Park, Hanley and with a minimum two years' experience in a digital marketing, PR or journalism role, you will be able to plan all aspects of social media marketing and messaging, create campaigns and plan and write creative content to engage our members.

You must be hard working, an excellent team player with a positive attitude and the ability to use your initiative to grow and expand the company social media and digital presence

We offer an attractive benefits package, a rewarding role in a great team and good opportunities for personal development.

This is a **full time** role working 37 hours per week

(Hours may be flexible, in agreement with department Manager)

Further information about Staffordshire Chambers of Commerce is available on our web site www.staffordshirechambers.co.uk.

Closing date: **18/9/2020**



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About Staffordshire Chambers of Commerce

Staffordshire Chambers of Commerce has been in existence for over 200 years. It was borne out of a desire from businesses to meet together and trade and ensure that there was a voice for business and an organisation to represent their needs and deliver services to help them. We continue to deliver this role and have developed a wider relationship as part of the recognition of the contribution that the business community makes to economic and social success.

We provide the following services to support businesses start, grow and succeed.

Business Support – we are, at our heart, a membership organisation and believe that the best business support can come from the services we offer through our experienced staff. We have a range of member only services as well as funded programmes. We have developed specific membership offers to reflect our local economy in response to various sector groups in membership.

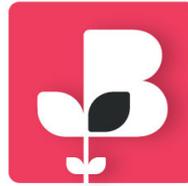
Enterprise Support – we aim to inspire the entrepreneurs of tomorrow through bringing schools and businesses closer together, helping individuals start up their own business, educating teachers on the businesses in the area and supporting students in HE and FE to have the relevant skills for business and industry. We have established a club specifically for fledgling businesses to help them get established and lead into membership of the Chambers.

Trade – we encourage international trade through our DIT programme and export documentation service as well as supporting local trading through exhibitions, events and lobbying for local procurement opportunities. We have launched a specific international trade membership offer.

Training – we have a comprehensive, business focussed programme of training to encourage the workforce to reach its full potential, and which can be delivered on our premises or in a business through a bespoke service. We are developing our offer through partnerships with the universities and FE colleges in the county.

Events - we organise over 150 events each year of varying scale and size. This supports and informs business, helps strengthen supply chains and informs the business community of funding, finance, legislation, opportunities and risks.

Representation – this is a service at the heart of Staffordshire Chambers and is largely to support members. We do take on issues that affect the whole business community and lobby at all levels of policy and decision making.



Job Description

Job Title:	Digital Content Officer
Accountable To:	Marketing Manager
Location:	Commerce House, Festival Park, Hanley ST1 5BE

Our Vision

All employees of the Chamber are expected to contribute to our vision:

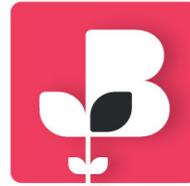
‘Staffordshire Chambers believes that we can help all the people of Staffordshire be more prosperous and have more opportunities, by helping business to belong to the Chamber and do things BETTER’.

Our Values

Our vision is supported by a set of core values which define the standards and behaviours which are expected of all employees:

We are:

- **Bold**
We try new things
We are passionate about making a difference
We always put our members first
- **Excellent**
We achieve the highest standards
We seek to improve continuously
We are committed to equality of opportunity
- **Trusted**
We communicate well
We are consistent in our approach
We put colleagues and customers first
- **Team Focused**
We are an outstanding team
We are focused on achieving our vision
We respect and support each other
- **Ethical**
We represent our members professionally
We make a positive contribution to the community
We act with integrity
- **Responsive**
We are open to change
We respond positively to customer feedback
We maximise opportunities



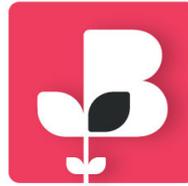
Job Purpose

The Digital Content Officer will shape and drive forward the Chambers' web-based content and digital presence, ensuring the right tone of voice, brand look, feel and messaging. Working closely with colleagues across all chambers' departments, the Digital Content Officer proactively develops content and presents it in an engaging way across our existing and future digital channels. The Digital Content Officer will have good knowledge and a passion for creating content, playing a key role in delivering vibrant and engaging content for the Chambers' website and digital channels. They will drive our online presence, increase awareness and understanding of our brand through engaging with target audiences to achieve objectives.

The role will lead on social media communications with target markets, building relationships and starting conversations with a range of audiences online.

The role will specifically:

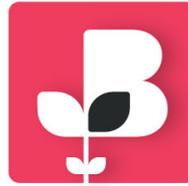
1. Grow and expand the company social media and PR presence into new social media platforms, plus increase presence on existing platforms including Facebook, LinkedIn, Twitter and Instagram.
2. Coordinate and deliver digital marketing campaigns, utilising organic and paid for digital channels available to the Chambers.
3. Develop content plans to ensure an excellent online user journey through the creation of copy, and use of video and photography.
4. Ensure video and photography content is developed and used and effectively optimised
5. Evaluate the use of content and digital channels using data to drive and support decision-making on a regular basis to encourage innovation, utilising feedback, analytics and testing.
6. Ensure copy is written and edited to our house style and exacting standards of accuracy
7. Manage the Chambers' members online platform by contributing to online discussions, liaising and helping members to navigate the system and reporting on usage.
8. Deliver training and guidance on digital content to colleagues across the Chambers' with a range of experience and expertise
9. Ensuring content adheres to appropriate policy and legal requirements, and that necessary checks happen before publishing.



10. Write and upload content for the Chamber website and social media channels and ensure website content remains up-to-date and relevant.
11. Plan and produce the content for e-newsletter plus other email marketing campaigns as required.
12. Deliver a strong PR programme around members' news to highlight the Chambers' impact and the policy agenda to prove the Chambers as the voice of the private sector.
13. Keep up to date on new ideas and ways of communicating so the Chamber is seen as a leader in business.
14. As an ambassador for the Chamber, attend events and forums, taking a proactive approach to gain intelligence about key issues affecting members and identifying how the Chamber may respond and to help monitor connections made between members.

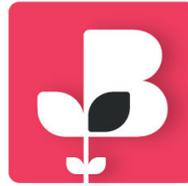
General requirements

- Work diligently to meet the requirements of the role
- Use the Chambers' CRM system and other IT platforms as relevant to the role
- Always seek to improve to achieve the highest quality standards and follow the Chambers' quality assurance operating procedures
- Contribute to the Chambers' commitment to work in a commercially successful way
- Participate in internal/external meetings and training as required
- Ensure that all relevant policies, procedures and working practices are adhered to at all times
- Participate positively in one to ones and appraisals
- Work in accordance with the Chambers' culture, values, aims and objectives
- Act as an ambassador for the Chamber at all times when dealing with members or representing the business
- Contribute to the Chamber's team working environment, taking ownership of issues and supporting colleagues where appropriate
- Be flexible and willing to undertake any other duties that may be reasonably required
- To work from other Chamber offices if required.

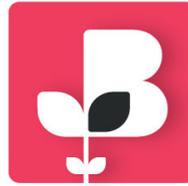


Person Specification

Job Title: PR & Content Officer		
Criteria	Essential or Desirable	Method of Identification
<u>Qualifications</u>		
Graduate and/or professional business/ marketing qualification (experience may compensate)	Essential	Application/Interview
A commitment to continuing Personal/Professional Development	Essential	Application/Interview
<u>Proven Experience</u>		
Min 2 years' experience in a marketing, PR or journalism role, ideally in a B2B industry	Essential	Application/Interview
Experience in planning and implementing all aspects of social media marketing	Essential	Application/Interview
Experience of monitoring digital campaigns to determine ROI	Essential	Application/Interview
Proven experience increasing consumer / client engagement	Essential	Application/Interview
Exceptional levels of attention to detail	Essential	Application/Interview/ Test
Experience of managing activities and projects to deadlines	Essential	Application/Interview
<u>Knowledge, Skills and Abilities</u>		
Highly competent use of IT and social media platforms	Essential	Application/Interview
Excellent copywriting and PR skills	Essential	Application/Interview
Working knowledge of creating campaigns, content edition and implementation schedules	Essential	Application/Interview
Excellent effective verbal and written communication skills	Essential	Application/Interview



Knowledge of contemporary marketing techniques	Essential	Application/Interview
Able to work under pressure and achieve deadlines	Essential	Application/Interview
Influencing and negotiation skills	Essential	Application/Interview
<u>Other Attributes</u>		
Professional and friendly approach	Essential	Interview
Positive and proactive	Essential	Interview
Team player	Essential	Application/Interview
Self-starter	Essential	Application/Interview
Driver with own vehicle	Essential	Application/Interview
Able to work flexibly including evenings and weekends when required	Essential	Interview



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How to Apply

Please send your CV to Gemma Whalley gemma.whalley@staffordshirechambers.co.uk together with a supporting letter detailing how you meet the requirements of the Digital Content Officer and how you support the Chamber BETTER values.

Applications should be emailed or posted/delivered to Staffordshire Chamber of Commerce, Commerce House, Festival Park, Stoke On Trent ST1 5BE

Closing date: **18 September at 5pm**

Thank you for your interest. We hope that this recruitment pack provides all the information you require, however if you have any queries, or would like to have an informal conversation about this role please contact Gemma Whalley on 01782 202222.

Staffordshire Chambers of Commerce is an equal opportunities employer

Data Protection

Staffordshire Chambers of Commerce will use any data you provide in your application to assess your suitability for the position advertised. This data will not be further processed unless your application is successful.

All candidate information gathered through our recruitment campaigns will be protected and we will fulfill the requirements of the relevant legislation.

In the case of unsuccessful applicants, we will retain all relevant recruitment paperwork for a period of 12 months in case of any claim/dispute, after this time the paperwork will be destroyed by shredding or other confidential waste disposal methods.

Successful candidates will have their recruitment paperwork retained within personnel files and in line with our data retention schedule.

The Chamber will not use any form of automated processes in its recruitment decision making.

If you require any further information in relation to the protection of your data, please contact us using the details above or view our HR Privacy Policy at www.staffordshirechambers.co.uk