



**Staffordshire**  
Chambers of  
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# **Digital Content Officer**

## **Full Time - Permanent position**

### **Recruitment Pack**

### **July 2021**



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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**

**Salary £25,000 Per Annum**

**We have a fantastic opportunity for a Digital 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.**

**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 Monday to Friday, a total of 35 hours per week, with the possibility for some of the role to be carried out as agile/home working. Hours may be flexible, in agreement with department Manager.**

**Further information about Staffordshire Chambers of Commerce is available on our web site <https://staffordshirechambers.co.uk/careers>**

**Closing date: Monday 19<sup>th</sup> July 2021**



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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

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

### 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.

### **Principal Accountabilities**

- 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 others 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.

**NB: This job description forms part of the contract of employment of the person appointed to this post. It reflects the position at the present time only and may be changed at management's discretion in the future. As a general term of employment, Staffordshire Chambers of Commerce may affect any necessary change in job content or may require the post holder to undertake other duties, provided that such changes are appropriate to the employee's remuneration and status.**

**I confirm that I have read and agree to carry out the duties and responsibilities contained in this job description.**

**Name (Please print):** \_\_\_\_\_

**Signed:** \_\_\_\_\_

**Date:** \_\_\_\_\_



## Person Specification

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



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



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**Staffordshire Chambers of Commerce is a Forces friendly employer and have signed the Armed Forces Covenant. Additionally, we hold the silver award for the Employer Recognition Scheme. Staffordshire Chambers of Commerce welcomes applications from the Armed Forces and their families and ensures that no one is disadvantaged. If you are serving or have served in the Armed Forces (or are a family member of) please state this on your application.**

## **How to Apply**

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

**Applications should be emailed to [gemma.whalley@staffordshirechambers.co.uk](mailto:gemma.whalley@staffordshirechambers.co.uk) or posted/delivered to Staffordshire Chamber of Commerce, Commerce House, Festival Park, Stoke on Trent ST1 5BE**

**Closing date: Monday 19<sup>th</sup> July 2021**

**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 or email [gemma.whalley@staffordshirechambers.co.uk](mailto:gemma.whalley@staffordshirechambers.co.uk)**

**Staffordshire Chambers of Commerce is an equal opportunities employer.**



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## **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 or view our privacy policy at:**

**[www.staffordshirechambers.co.uk](http://www.staffordshirechambers.co.uk)**



## Equality and Diversity Monitoring

Staffordshire Chambers of Commerce is committed to equal opportunities and diversity in all its activities. It is determined that in its provision of services and as an employer it will ensure equality of opportunity for all, regardless of age, race, gender (including gender reassignment), disability, marital status, sexual orientation, or religion or personal belief.

To help us implement and monitor this policy please could you provide us with the following information:

**1. Gender**

Male       Female       Other

**2. Disability**

Do you consider yourself to have a disability?

Yes       No

If yes, please give brief details:

**3. Age Range**

16 - 25       46 - 55  
 26 - 35       56 +  
 36 - 45

**4. Ethnic Origin**

**A White**

British  
 Irish  
 Any other white background, please state

**B Mixed**

White and Black Caribbean  
 White and Black African  
 White and Asian  
 Any other mixed background, please state



**C Asian, Asian British**

- Indian
- Pakistani
- Bangladeshi
- Any other Asian background please state

**D Black, Black British**

- Caribbean
- African
- Any other Black background, please state

**E Chinese, Chinese British, Chinese English, Chinese Scottish, Chinese Welsh or other ethnic group**

- Chinese
- Any other background, please state

**5. Sexual Orientation**

- Bisexual
- Heterosexual
- Homosexual (Lesbian/Gay)
- Other

**6. Religion or Personal Belief (Please state)**

**Thank you. This information will be kept separate from your application form and will be treated in the strictest confidence.**