



Staffordshire
Chambers of
Commerce.

Digital Content Lead

Full Time

Recruitment Pack



**PROUDLY
SUPPORTING
THOSE WHO
SERVE.**

INVESTORS IN PEOPLE®
We invest in people Platinum



Staffordshire
Chambers of
Commerce.

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 Lead

£30,000 – £35,000

Based at our offices in Festival Park, Hanley, this is a full time role hours of work are 35 per week, 9am to 5pm Monday to Friday.

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

To apply, please send your CV to gemma.whalley@staffordshirechambers.co.uk together with a supporting statement detailing how you meet the requirements of the role and how you support the Chamber BETTER values.

Closing date: Friday 7th February 2025

Staffordshire Chambers of Commerce is committed to equality, diversity and inclusion at work.

Armed Forces Friendly Employer: Staffordshire Chambers of Commerce has signed the Armed Forces Covenant and we hold the gold award for the Employer Recognition Scheme. We welcome applications from members of the Armed Forces and their families. If you are serving or have served in the Armed Forces (or are a family member of) please state this in your application.



**PROUDLY
SUPPORTING
THOSE WHO
SERVE.**

INVESTORS IN PEOPLE®
We invest in people Platinum



About Staffordshire Chambers of Commerce

Staffordshire Chambers of Commerce has been in existence for over 200 years. It was born 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 Lead
Accountable To:	Head of Events and Marketing
Location:	Staffordshire Chambers of Commerce

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 Lead will shape and drive forward the Chambers' web-based content and digital presence, ensuring the right tone of voice, brand look, feel, and messaging. In addition to managing content creation and digital strategy, the role involves overseeing the production and distribution of the daily newsletter, Daily Focus, ensuring it reaches target audiences with relevant, timely updates. Working closely with colleagues across all Chambers' departments, the Digital Content Lead will also focus on lead generation and optimising return on investment (ROI) through digital initiatives, including social media, email marketing, and online engagement strategies.

The Digital Content Lead will proactively develop engaging content across existing and future digital channels, while maintaining consistency with the Chambers' brand. With a passion for content creation, they will play a key role in increasing online presence, awareness, and engagement through targeted strategies. This role also includes generating and nurturing leads, optimising campaigns, and reporting on ROI. They will build relationships with audiences, lead social media communications, and contribute to the overall digital growth strategy.

Principal Accountabilities

1. Expand the Chamber's social media and PR presence across new platforms, while increasing engagement on existing channels such as Facebook, LinkedIn, Twitter, and Instagram.
2. Coordinate and deliver digital marketing campaigns using organic and paid channels, with a focus on lead generation, engagement, and measurable ROI.
3. Develop and implement content strategies that provide an excellent user journey, incorporating text, video, and photography to engage target audiences effectively.
4. Design and produce high-quality visual content, including social media graphics, email banners, and website visuals using design tools such as Canva and Photoshop, ensuring they align with the Chamber's brand guidelines.
5. Ensure video and photography content is optimised for maximum impact across all digital channels, working with both in-house and external providers when necessary.
6. Utilise data analytics and user feedback to assess the effectiveness of content and campaigns, continuously innovating to improve reach, engagement, and lead conversion.
7. Write and edit copy to meet house style and standards of accuracy, ensuring all content is on-brand and optimised for target audiences.
8. Provide training and guidance to colleagues on digital content best practices, including social media strategies, content planning, and design principles.
9. Ensure all content complies with legal requirements and internal policies before publication.
10. Regularly update and manage website content, ensuring relevance, accuracy, and SEO best practices to improve visibility.
11. Plan and produce content for e-newsletters, including the Daily Focus, and execute other email marketing campaigns with a focus on lead generation and audience engagement.
12. Deliver a strong PR and communications strategy around Daily Focus, highlighting members' news and the Chamber's impact on local businesses and policy agendas.
13. Stay informed on the latest digital trends, content strategies, and emerging technologies to ensure the Chamber remains a leader in business communications.



- 14. Attend events as a Chamber ambassador, gathering insights on key issues, building relationships with members, and identifying opportunities for content development and member engagement.

Key Skills and Experience Required

- Proven experience in content creation, digital marketing, and social media management.
- Strong proficiency in design tools such as Canva, Adobe Creative Suite (Photoshop, Illustrator), or similar platforms.
- Excellent copywriting and editing skills with an eye for detail.
- Strong understanding of digital marketing techniques, including SEO, PPC, and email marketing.
- Experience using data analytics tools to measure performance and inform content strategy.
- Ability to manage multiple projects and meet deadlines in a fast-paced environment.
- Experience in stakeholder management and cross-functional collaboration.
- Knowledge of legal and ethical requirements for digital content publication.

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

Job Title: Digital Content Lead		
Criteria	Essential or Desirable	Method of Identification
<p><u>Qualifications</u></p> <p>Graduate and/or professional business/ marketing / Journalism qualification (experience may compensate)</p> <p>A commitment to continuing Personal/Professional Development</p>	<p>Essential</p> <p>Essential</p>	<p>Application</p> <p>Application</p>
<p><u>Proven Experience</u></p> <p>Min 2 years' experience in a marketing, PR or journalism role, ideally in a B2B industry</p> <p>Min of 2 years copywriting experience</p> <p>Experience in planning and implementing all aspects of social media marketing</p> <p>Experience of monitoring digital campaigns to determine ROI</p> <p>Proven experience increasing consumer / client engagement</p> <p>Exceptional levels of attention to detail</p> <p>Experience of managing activities and projects to deadlines</p>	<p>Essential</p> <p>Essential</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>Application/interview</p> <p>Application/interview</p>
<p><u>Knowledge, Skills and Abilities</u></p> <p>Highly competent use of social media platforms</p> <p>Competent use of Adobe Creative Suite and other video editing software</p> <p>Excellent copywriting and PR skills</p>	<p>Essential</p> <p>Desirable</p> <p>Essential</p>	<p>Application/Interview</p> <p>Interview</p> <p>Interview</p>





Working knowledge of creating campaigns, content edition and implementation schedules	Essential	Interview
Excellent effective verbal and written communication skills	Essential	Interview/application
Knowledge of contemporary marketing techniques	Essential	Interview/application
Able to work under pressure and achieve deadlines	Essential	Interview/application
Influencing and negotiation skills	Essential	Interview/application
Other Attributes		
Professional and friendly approach	Essential	Interview
Positive and proactive	Essential	Interview/application
Team player	Essential	Interview
Self-starter	Essential	Interview
Driver with own vehicle	Essential	Interview
Able to work flexibly including evenings and weekends when required	Essential	Interview





Staffordshire
Chambers of
Commerce.

How to Apply

Please send your CV and covering letter to :

gemma.whalley@staffordshirechambers.co.uk

Please also provide a supporting statement detailing how you meet the role requirements and how you demonstrate the Chamber BETTER values.

Closing date: Friday 7th February 2025

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

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



PROUDLY
SUPPORTING
THOSE WHO
SERVE.

INVESTORS IN PEOPLE®
We invest in people Platinum