

Job Description

Job Title:	Digital Marketing Officer
Reports to:	Head of Communications and Development
Directorate:	Communications and Development
Position Type:	0.6 FTE, Permanent
Pay	£16.8-£18k (pro rata)

Role Summary

Port Sunlight Village Trust is the independent charity responsible for preserving and promoting the unique heritage of Port Sunlight. Through our museums, visitor attractions, events, learning programmes, retail offer and community engagement activities, we welcome hundreds of thousands of visitors each year and inspire people to discover the village's rich history and continuing relevance.

As Digital Marketing Officer, you will play a key role in promoting our activities, attractions, events and charitable work through our digital channels. You will be responsible for planning, creating and delivering engaging content across social media platforms including Facebook, Instagram, TikTok and LinkedIn, maintaining and developing content on our website and for other digital platforms such as Bloomberg Connects, creating and distributing email marketing campaigns, and realising the full capabilities of our online ticketing system.

Working closely with colleagues across the organisation, you will help increase visitor numbers, grow online audiences, strengthen engagement with residents and stakeholders, and enhance Port Sunlight Village Trust's profile locally, regionally and nationally. You will also work closely with the Fundraising and Development Officer to deliver online fundraising activity.

Key Accountabilities

Social Media

- Develop and deliver a content plan across our social media channels, including Facebook, Instagram, TikTok and LinkedIn.
- Create engaging and accessible content, including copy, photography, video and graphics, that reflects our brand and objectives.
- Manage social media publishing schedules and ensure regular, timely and high-quality content delivery.
- Monitor and respond to comments, messages and online conversations in a professional manner
- Grow social media audiences, increase engagement and identify opportunities to reach new audiences.
- Support live coverage of events, exhibitions, community activities and special projects.

Website

- Maintain and update content on our websites to ensure information is accurate, engaging and up to date.
- Create new website pages and digital content to support campaigns, events, visitor attractions and organisational priorities.
- Assist with improving website user experience, accessibility and search engine

optimisation (SEO).

- Develop Port Sunlight Village Trust's presence on third party websites and online/digital platforms in support of our work and priorities

Email

- Create, schedule and distribute email campaigns using Mailchimp, particularly monthly e-newsletter
- Develop audience segmentation and targeted communications to improve engagement and conversion rates.
- Build and maintain email marketing databases in line with GDPR requirements.
- Monitor email performance metrics and use insights to inform future campaigns.

Digital Marketing and Reporting

- Support the delivery of marketing campaigns promoting Port Sunlight Village Trust's attractions, exhibitions, events, commercial and charitable activities.
- Produce reports on digital performance, including social media, website and email marketing.
- Monitor digital trends and emerging platforms, recommending new opportunities and best practice approaches.
- Ensure all digital communications are consistent with our brand guidelines and values.

General

- Work collaboratively with colleagues, volunteers, partners and external suppliers to support organisational objectives.
- Attend team meetings, briefings, training and events as required.
- Carry out duties in a manner that reflects the organisation's values at all times.
- Undertake any other duties that are reasonable and appropriate to the role.

Person Specification

Essential

- Experience of managing organisational social media accounts.
- Experience of creating digital content for multiple platforms.
- Experience of website content management systems (CMS).
- Experience of email marketing platforms, preferably Mailchimp.
- Excellent written communication, grammar and proofreading skills.
- Strong organisational skills, with the ability to plan and prioritise workloads independently.
- Good understanding of social media trends, analytics and audience engagement.
- Proficiency in Microsoft 365 and common digital marketing tools.
- Creative, proactive and able to work both independently and as part of a team.

Desirable

- Experience of photography, videography or graphic design.
- Understanding of SEO and digital advertising.
- Experience working in a charity, heritage, museum, visitor attraction or cultural organisation.
- Knowledge of, or interest in, Port Sunlight and its heritage.
- Experience using analytics tools such as Google Analytics and social media insights platforms.

All Port Sunlight Village Trust employees must meet the following core competencies:

- **Customer Focus** Through provision of excellent customer service, ensures the Customer is at the heart of everything we do.
- **Teamwork** Works collaboratively across the organisation to achieve PSVT's goals and objectives.
- **Making things happen** Has a can-do attitude to the role and identifies solutions to maximise performance in a timely manner.
- **Role Model** Represents PSVT at all times, and acts in manner that is professional, courteous, and helpful.

Port Sunlight Village Trust Values:

- We are a respectful and welcoming organisation that values inclusivity and fairness.
- We thrive on collaborative communication, partnerships, and creative problem solving.
- We are a progressive community that encourages innovation, learning, and action for the future.
- We are genuine in representing Port Sunlight with honesty, transparency, and a willingness to listen.

Our commitment to you

Port Sunlight Village Trust is committed to ensuring that our recruitment processes for both paid and voluntary positions are equitable and accessible. If you need additional support or guidance with your application, please do get in touch with us.

Individuals are encouraged to apply for all positions regardless of age, disability, sex, gender reassignment, sexual orientation, offending background, pregnancy and maternity, race, religion or belief, and marriage and civil partnerships.

We will make all reasonable adjustments to enable individuals to carry out their roles effectively.

Standard Checks (as applicable to role)	
Right to Work in UK	Yes
DBS (Standard CRB Check)	N/A
DVLA	N/A
Qualification	Yes
Employment History / References	Yes