## Role Profile

<table>
<thead>
<tr>
<th>Role Title:</th>
<th>Digital Content Editor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responsible to:</td>
<td>Head of Digital</td>
</tr>
<tr>
<td>Directorate:</td>
<td>Membership and Commercial</td>
</tr>
<tr>
<td>Responsible for:</td>
<td>N/A</td>
</tr>
</tbody>
</table>

### Purpose of Role:
- Responsible for the day-to-day management of BVA’s website and for developing our digital content
- Play a leading role in all digital content initiatives across multiple channels and formats to drive member engagement, recruitment and retention
- Ensure a consistent digital voice in BVA’s communications, and to build brand awareness among key target audiences

### Key Responsibilities:
- Manage content creation, copyedit, proofread and revise digital communications
- Develop and implement online campaigns to drive traffic to the website and raise BVA’s profile
- Manage digital content campaign lifecycles from the planning stage through to development and launch
- Manage the majority of BVA’s social media channels day to day (Facebook, LinkedIn, and Instagram), including posting content, analysing results, and creating social media strategy in consultation with colleagues and under supervision of Head of Digital
- Manage the content calendar working with cross-departmental teams to maintain and develop the prioritisation of content output
- Work closely with colleagues to ensure all BVA content is marketed across appropriate channels including web, email and social media platforms
- Effective communication across the organisation to avoid silo working
- Track and analyse all channels and adjust to optimise performance
- Create copy for email marketing campaigns and analyse results
- Maintain consistent messaging across the BVA brand across all digital channels
- Keep up to date with emerging web technologies
- Work collaboratively with key stakeholders and digital agencies, including troubleshooting and problem management
- Manage SEM, including SEO and digital advertising activities
- Manage the analysis and metrics in Google Analytics and other tools to measure the performance of engagement initiatives

### Scope of role:
- Organise and plan workload and set own priorities
- Work on a day-to-day basis with minimum supervision
People:
- Develop and maintain close relationships with colleagues across BVA and its partners, consulting with them on digital activities where necessary
- Work with the digital agency to ensure technology is leveraged to its full potential
- Provide expert support and training to colleagues

Initiative and innovation:
- Reviewing current online communications, drafting and reviewing strategy and proposing new ideas where appropriate
- Maintaining an active understanding and interest in the professional and political environment in which the BVA works to identify new content marketing opportunities
- Be a digital role model and encourage personal leadership and a positive digital culture

Resources:
- Ensure that content activities are carried out within agreed budgets and timeframes

Influence and impact:
- Promptly and effectively manage appropriate communications with members and BVA divisions, ensuring that BVA’s brand reputation is always upheld
- Ensure that all digital content projects are produced to a high standard in conjunction with the BVA brand and style guidelines

Knowledge, skills and expertise:
- Expert knowledge of online content marketing and user-centred content design principles
- Experience of Content Management Systems (Umbraco desirable) and email marketing solutions (dotdigital desirable)
- Experience of using social media platforms and management dashboards such as Hootsuite
- Demonstrate ability when it comes to developing and implementing marketing projects and have knowledge of SEO and SEM
- Excellent written and oral communication skills, appreciation of writing for the web, copy editing skills and excellent attention to detail
- Excellent interpersonal skills
- Strong organisational skills, including the ability to prioritise and work to strict deadlines
- Proven experience of working with external agencies and stakeholders
- Significant negotiation skills and team working abilities
- Proficiency with graphics packages (Photoshop desirable)
- Knowledge of online design principles, UI and use cases and the role of content in these activities

Other essential requirements for the role-holder:
- Significant experience of digital content marketing
| Experience of working with staff in a diverse organisation |
| Knowledge of HTML |
| Experience of working for a membership organisation or a similar organisation desirable |