



Core Responsibilities

- Delivering within the digital content strategy encompassing all digital and social channels.
- Maintain and revise, as required, standard operating procedures for the planning, execution and amplification of the Memorial's content. This includes tone of voice guidelines for content development and a digital playbook for other sections to use in developing content.
- Review and refine social media and online guidelines in line with the overall digital engagement strategy.
- Consult and collaborate with various sections of the Memorial in the management of a content calendar and schedule of content in accordance with aims and direction within the digital strategy.
- Create, edit and manage the production of digital content consistent with the Memorial's brand and tone of voice.
- Project-manage in house and outsourced content creators within defined initiatives delivering on the digital strategy.
- Develop models to report on content marketing metrics and demonstrate ROI to wider stakeholder group. Show continuous improvement of the content strategy based on analytics and user behaviour
- SEO optimisation of website content
- Develop linking strategy and partnerships with key government and tourism organisations and bodies.

Selection Criteria

Essential Criteria:

1. Extensive experience within a relevant environment or industry and excellent judgement when creating and publishing digital content.
2. Demonstrated experience in the planning, execution, amplification and evaluation of digital content.
3. Considerable experience in a variety of social media channels, including monitoring, issues management and insights analysis.
4. Demonstrated high level interpersonal and communication skills in a customer-focussed environment.
5. Demonstrated ability to lead and work with people in a cooperative team environment to achieve desired outcomes and goals.