



WENTWORTH WOODHOUSE

♦ R O T H E R H A M ♦

Role Profile

Title:

Digital Programmes Manager

Hours of work:

37.5 hrs/week

Office location:

Wentworth Woodhouse
Wentworth, Rotherham, S62 7TQ

Responsible to:

CEO

Role Purpose:

Wentworth Woodhouse is arguably the most challenging and exciting regeneration project of our generation. Prior to COVID-19, the business was growing exponentially and will do so again. It is an exciting time to play a significant part in that growth. The Wentworth Woodhouse Preservation Trust (the Trust) is committed to embracing technological and digital innovation to deliver high quality, creative and relevant visitor experiences, effective, targeted marketing and communications pieces and an empowered and connected workforce. Digital is one of the key areas of expansion and we now require an experienced and dynamic leader to drive this area of the organisation forward.

You will be a talented, experienced and ambitious digital professional, with a clear strategic vision of how the use of technology can expand and enhance the visitor experience in all its forms at Wentworth Woodhouse. This will include interpretation, storytelling, cultural events, marketing and communications and internal business systems.

As Digital Programmes Manager you will be responsible for the development of a Digital Strategy for Wentworth Woodhouse, and for creating, improving and maintaining content to achieve the ambitious goals in our long-term Business Plan. You will possess both creative flair and an ability to inspire those around you to achieve exceptional results in tight timescales, often with limited budgets. This is a key role within the organisation. You will be a member of our newly formed Senior Management Team and as such you will report directly to the CEO, as we look to grow the department over the coming decade. This is an exciting time to join the team at Wentworth Woodhouse, with huge potential for this role to grow with the business.

This role is partially funded by:



Funded by



Department for
Digital, Culture,
Media & Sport

Delivered by

The
National Lottery
Heritage Fund

Historic
England



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Role Duties:

Develop an annual Departmental Business Plan including a specific Digital Marketing Plan and present to the Board of Trustees.

Develop and implement digital content strategies to enable the Trust to achieve its objectives in marketing and communications, digital events, interpretation and internal business systems.

Manage all aspects of content production including imagery, film, copy, marketing and digital communication ensuring all content produced reflects the Trusts objectives and accurately reflects our brand and tone.

Manage all relationships with external providers and partners taking responsibility for commissioning, editing and delivery of all outsourced content.

Create and publish engaging content and take overall responsibility for the management and development of our website.

Ensure all content is delivered on time and to budget.

Design and deliver marketing and communications materials tailored to specific audiences to increase levels of visitor diversity and visitor engagement online and on-site.

Manage and oversee content distribution to online channels and social media platforms to increase levels of online engagement.

Measure and report on ROI and KPIs.

Track and measure SEO and Google Analytics metrics, analyse website traffic and all other user engagement metrics and provide evaluation reports for the Board.

Stay up-to-date with developments at the Trust and generate innovative ideas to attract new and diverse audiences.

Cover the role of Duty Manager in line with other management staff.

To undertake any other duties commensurate with the position.

You need to:

- Be confident with natural leadership skills, and a desire to motivate and train
- Proven work experience as a manager of digital content and digital projects
- Expertise in using the Adobe Creative Cloud suite, particularly Adobe Rush and Adobe Premier Pro and a detailed knowledge of MS Office and website building technologies such as WordPress, Wix and Jimdo.



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- Technical knowledge of HTML, online accessibility best practice and web publishing protocols
- Knowledge of how to deploy SEO and interpret and use web traffic metrics
- Have a thorough understanding of the social media landscape and how this can be deployed to create new audiences and increase visitor numbers
- Ability to manage budgets effectively
- Excellent writing and presentation skills in English
- Experience in managing multidisciplinary teams and projects involving multiple stakeholders
- Exceptional relationship management skills
- Good organisational and time management skills
- Be someone who is a quick thinker and a good decision maker
- Be someone who embraces and can bring about change and innovation
- Be a people person with the ability to show respect, empathy, and care to all team members
- Have excellent communication skills, and an ability to influence people

This role is partially funded by the National Lottery Heritage Fund Cultural Recovery Fund

Person Specification

Please see the criteria expected of the role below. For your application, please note these and explain how you meet and exceed them.

| Factor | Criteria | Essential or Desirable |
|---------------------|---|------------------------|
| RELEVANT EXPERIENCE | Successful Digital Content Manager/Marketing Manager/Digital Producer with significant experience of working in a busy, fast moving environment | Essential |
| | Strong understanding of market trends and a passion for developing digital concepts in line with our brand values and strategic vision | Essential |
| | Driven, resilient and will enjoy the challenge of paving the way for new business. | Essential |
| | A dynamic team player with a flexible approach and have experience in managing a team to successfully achieve the business' goals | Essential |
| | You will be a great planner, able to manage multiple projects at once with a close attention to detail. | Essential |
| | Working towards KPIs and targets | Essential |



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| QUALIFICATIONS | Educated to degree level, in a related subject | Desirable |
| JOB RELATED SKILLS | Excellent communication and people skills | Essential |
| | A keen attention to detail | Essential |
| | Ability to work as part of a team | Essential |
| PERSONAL ATTRIBUTES | Have a smart appearance and confidence when working with the public | Essential |
| | Ability to work well under pressure, and remain calm in a busy environment | Essential |
| | A flexible and positive approach | Essential |
| WORK CIRCUMSTANCE | Able to work flexible hours, including evenings, weekends and Bank Holidays. | Essential |
| | Awareness of the implications of social media in a workplace | Essential |

Name:.....

Name (Manager):.....

Signed:.....

Signed:.....