# Role Profile

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