

JOB DESCRIPTION AND PERSON SPECIFICATION

Digital Content Manager



Job title

Digital Content Manager

Contract type

Full time – 1 year contract

Salary

£25,000, plus matched 5% pension contribution

Job purpose

To manage day-to-day digital output across the Migration Museum's channels, platforms and campaigns. Working with the Head of Communications and Head of Public Engagement to help us to continue integrating digital into the heart of our future outputs and activities.

Reporting to

Head of Public Engagement and Head of Communications

Location London-based team – remote working welcomed but willingness to travel to Migration Museum in South-East London occasionally required

Deadline for applications 10th January 2020

Interviews expected w/c 18th January 2020

BACKGROUND

The Migration Museum (www.migrationmuseum.org) explores how the movement of people to and from Britain across the ages has shaped who we are – as individuals, as communities, and as a nation.

From our current home in the heart of Lewisham Shopping Centre, we stage engaging, interactive exhibitions and events, alongside a far-reaching education programme for primary, secondary, university and adult learners. We also convene a national Migration Network, bringing together organisations and individuals from across the UK heritage sector and beyond working on migration themes to share knowledge and best practice.

2020 was an unprecedented year for all of us. However, despite many challenges, the Migration Museum managed to drastically increase our digital presence, growing our social media following by over 80% on some channels and expanding into new platforms and formats including podcasts, exhibition mini-sites, online events and more.

We have had the opportunity to invest in our digital resource, consolidate our 3-year digital strategy and develop dynamic digital content to mirror our physical outputs. Our digital outputs have been met with public and critical acclaim, and we are now seeking to expand our digital capacity in order to deliver a series of exciting digital projects and public engagement campaigns over the next year.

In 2020 the Migration Museum:

- Developed our first digital exhibition *Heart of the Nation: Migration and the Making of the NHS* – a multimedia exhibition that puts this vital story at centre stage through oral histories and archival materials, as well as art, animations and data visualisations.
- Developed an associated social media campaign, #HeartoftheNation, supported by digital commissioning agency The Space, expanding on exhibition content and reaching new audiences. This innovative social campaign complements and amplifies these stories through a

series of Instagram Live conversations hosted by influencers and media personalities, photographic portrait-led story content and eye-catching infographics.

- Launched our Departures podcast series to accompany our physical exhibition *Departures: 400 Years of Emigration from Britain*, shedding new light on the often hidden histories of British emigration, with episodes released fortnightly.
- Successfully delivered online events including our *Departures* exhibition digital launch as well as a range of educational talks and workshops
- Grew our social media presence through a series of campaigns including #Resilience, Potted History of Refugees mini-series and #Windrushtome, which has seen our Instagram following grow by 80%, and Twitter by 25% over the course of the year, with an above-average engagement rate across all platforms.
- Developed digital partnerships with relevant corporate partners.

In 2021 the Migration Museum seeks to:

- Continue development of our *Heart of the Nation* exhibition, updating and growing exhibition content
- Deliver phases 2 and 3 of the associated #HeartoftheNation social campaign, engaging further influencers and media personalities
- Deliver an ambitious and far-reaching public engagement campaign around the delayed Euro 2020 football tournament (rescheduled for Summer 2021), which will span community workshops, OOH and digital advertising, social media, and mini-site
- Develop digital content around our *Departures* exhibition
- Develop digital partnerships through creation of collaborative content

JOB DESCRIPTION

Working alongside our existing team and with a range of partners, our Digital Content Manager will:

- Work with our Head of Public Engagement and Head of Communications to develop and deliver impactful digital campaigns and projects in order to reach new audiences, influence public conversations and help to shift the narrative around migration. This work will include joining creative brainstorming and campaign development meetings
- Assist our Head of Public Engagement and Head of Communications in the implementation of our digital content strategy
- Develop creative content for digital platforms including, but not exclusive to, Instagram, Twitter, Facebook, Spotify and our website, in line with our digital strategy and current campaigns
- Support the day-to-day management of content across current social platforms – Instagram, Twitter, Facebook – and our website, exhibition and campaign sites, ensuring digital content is appropriate in tone and that published content has proper community management
- Work with our Head of Communications on copywriting for our digital platforms and campaigns – website, exhibition and campaign sites, social media and OOH digital – ensuring that all copy is in line with overall Migration Museum brand, messaging and tone of voice
- Assist our curators in research, planning and management of digital exhibitions
- Work with our Head of Creative Content to ensure digital exhibitions are updated and maintained
- Liaise with external parties including Migration Network partners, artists and agencies to license and gain permission to publish content
- Work with our Head of Public Engagement to develop and deliver the social media arm of wider digital public engagement campaigns (including but not exclusive to Euros 2020 campaign, Family History and #HeartoftheNation)

- Monitor and record digital audience analytics reach using Google Analytics, Facebook Analytics, Twitter Analytics and Square Lovin' and track against digital strategy targets, and support our Head of Public Engagement and Head of Communications in developing KPIs for digital campaigns
- Implement social media paid campaigns including using Facebook Ads Manager and work with our Head of Public Engagement to research and engage media personalities and influencers

PERSON SPECIFICATION

It is essential that our Digital Content Manager understands both the challenges and opportunities of working in a small but highly skilled and motivated team working towards an ambitious goal, and is able to work independently. The successful candidate will have experience of developing digital creative content and implementing digital campaigns. They will be extremely well-organised and comfortable with carrying out administrative as well as creative tasks, have strong editorial judgment and attention to detail, and be self-directed and thrive in a fast-paced work environment. The position will also require working closely with all other members of staff on marketing, communications, programming and publishing content.

Essential

- Applicants must be able to demonstrate expertise in social media and experience of working with a public social media account (in an informal or formal position)
- Ideally applicants will have a few years' experience of digital content creation
- Understanding and experience of using online media to communicate key messages and reach target audiences
- Strong editorial judgement and attention to detail, including strong writing and proofreading skills, particularly in short-form writing/social media posts
- Strong initiative, ability to work unsupervised, problem-solve and a flexible approach
- Able to work well under pressure, prioritise tasks and adapt to last-minute requests
- Exceptional organizational skills and a disciplined approach

- Understanding of, and commitment to, the aims of the Migration Museum, including a sensitivity to controversial issues
- Willingness and ability to undertake routine and administrative as well as creative tasks

Desirable:

- Experience of working with Adobe Creative Suite (Photoshop, Illustrator, InDesign) to create suitable and engaging content for multiple digital platforms
- Experience working with Hootsuite, Twitter Analytics and Facebook analytics
- Experience working with Wordpress or similar website content management systems
- Experience creating paid social media campaigns with Facebook Ads Manager
- Knowledge of UK migration history
- Agency and/or in-house experience welcomed

General Attributes

- Commitment to diversity and inclusion

HOW TO APPLY

To apply for this position, please e-mail a copy of your CV and a covering letter of no more than 500 words along with how you heard about the role to our director, Sophie Henderson:

sophie@migrationmuseum.org

Please complete the attached Equal Opportunities Monitoring Form and return it separately to info@migrationmuseum.org with the subject title 'Digital Content Manager Equal Opportunities Monitoring Form'. These monitoring forms will be stored and assessed separately and will not be linked to your application.

Shortlisted applicants will be invited to interview and asked to complete a brief content creation, writing and editing test in advance of their scheduled interview time.

If you have any questions about the role, please contact info@migrationmuseum.org