



DIGITAL CONTENT EDITOR

Starting salary: £38,000

BASC is the largest shooting organisation in the UK, serving a growing membership of around 155,000 and a wide variety of stakeholder and public interests. It acts as a representative body for sporting shooting - fostering opportunity, safety, high standards and wildlife conservation.

We are looking for a confident and enthusiastic digital content editor to create and curate content for BASC's website and other digital channels, with the aim of protecting and enhancing BASC's reputation and delivering on our strategic communications objectives.

You will be able to demonstrate exceptional online communication skills, a fantastic 'news sense' and be experienced in managing, creating and maintaining content via the website and other channels, including social media and video.

You should have a strong knowledge and understanding of SEO, content outreach, analytics and reporting to be able to spot trends and opportunities to increase awareness and build support for BASC online.

The successful candidate will demonstrate:

- A minimum three years' experience of managing digital content and website CMS in a work environment.
- Knowledge and understanding of SEO best practices and content outreach. Excellent knowledge of Wordpress.
- Ability to use data analytics to drive content.
- Able to train others via face-to-face, phone and written communication.
- Awareness of key issues facing shooting sports and the ability to influence the influencers.

Working within the communications team and reporting to the Deputy Director of Communications & Public Affairs, the post holder will be based at BASC's Marford Mill headquarters.

Further information and an application form may be downloaded from our website www.basc.org.uk alternatively, please contact the HR department, BASC, Marford Mill, Rossett, Wrexham LL12 0HL. Telephone: 01244 573002. E-mail: recruitment@basc.org.uk Please quote reference DCE/03/2019. The **closing date** for receipt of completed application forms is **06 March 2019**.