



## Job Description

<b>Job Title:</b>	Digital Content Editor
<b>Accountable To:</b>	Deputy Director of Communications and Public Affairs
<b>Team:</b>	Communications
<b>Location:</b>	Head Office

## Our Vision

All BASC employees are expected to contribute to our vision:

**To ensure a guaranteed future for sustainable shooting sports in all their diversity as a widely enjoyed and important part of the environment, economy and culture.**

## Job Purpose

BASC is the largest sporting shooting organisation in the UK, serving a growing membership of over 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.

You will be able to juggle a demanding workload and provide support and training to colleagues in their planning and production of digital content to achieve their strategic goals.

## Principal Accountabilities

1. Create, curate and manage digital content via our website and, where appropriate, other channels, including member emails and other internal and external communications.
2. Work across the communications department to identify content opportunities and to help coordinate distribution of engaging content across all our digital platforms.

3. Manage, edit and approve content submissions in line with BASC's corporate values and within the scope of the communications strategy.
4. Build a network of contributors and influencers who can provide engaging, creative digital content.
5. Work closely with colleagues to help to execute SEO for the website as part of an ongoing SEO strategy.
6. Train and support colleagues to plan and produce digital content, add this to the website and keep it updated. Provide guidance and best practice on what great digital content looks like and how to produce it.
7. Use analytics to understand website traffic and behaviour and to identify opportunities for driving advocacy and support.
8. Participate in the development and delivery of the content strategy which integrates social media, blogs, and other digital content.
9. Liaise closely with producers and wider production teams (photography, film) to ensure appropriate campaign content is deployed correctly and in a timely manner.
10. Listen across social channels, customer reviews/feedback pages to identify create and present content the consumer requires.
11. Ensure website content is search engine optimised and use content outreach to promote our website across other sites
12. Manage BASC's strategic 'paid media' promotion of campaigns and content on platforms such as Outbrain and Taboola.
13. Manage BASC's social media function.

### **Dimensions and Limits of Authority**

- The post is based at Head Office.
- The core hours of business are 9.00am to 5.15pm Monday to Thursday and 9.00am to 4.45pm on Friday, with one hour for lunch giving a working week of 35 ¾ hours. The post holder will be expected to work outside of these hours, in the evening and at weekends, to fulfil their duties. Any significant hours worked over and above the 35 ¾ hours per week will be allowed off as time in lieu subject to the normal approval process.
- Salary will be within the current range applicable for the role, dependent upon experience.
- The post holder is not required to work with small groups of children and therefore a DBS disclosure is not required.
- This role is expected to be part of the press rota to provide 24/7 cover for media response. There is therefore an expectation that the post holder will work from home and occasionally country/regional offices when required.

### **General requirements**

- Work diligently within the best of your ability to ensure you meet the requirements of your job description
- Always seek to continuously improve so that the highest quality standards are achieved
- Participate in internal/external meetings and training as required
- Positively participate in one to ones and appraisals
- Ensure that all relevant policies, procedures and working practices are adhered to at all times
- Work in accordance with the Association's culture, values, aims and objectives
- Act as a positive ambassador for the Association at all times when dealing with members or representing the Association in other ways

- Positively contribute to the Association's team working environment, taking ownership of issues and supporting colleagues where appropriate
- Be flexible and willing to undertake any other duties that may be reasonably be required

**NB: This job description forms part of the contract of employment of the post holder. It reflects the position at the present time only, and may be changed at management's discretion in the future. As a general term of employment, BASC may affect any necessary change in job content, or may require the post holder to undertake other duties, in consultation with the employee, provided that such changes are appropriate to the employee's remuneration and status.**

**I confirm that I have read and agree to carry out the duties and responsibilities contained in this job description.**

**Job Holder:**

Name (Please print): \_\_\_\_\_

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

**Line Manager – I agree this job description is an accurate reflection of the duties and responsibilities of the role:**

Name (Please print): \_\_\_\_\_

Signed: \_\_\_\_\_ Date: \_\_\_\_\_



Extensive knowledge of social media	Essential	Application/Interview
Awareness of key issues facing shooting sports	Essential	Interview
<b>Other Attributes</b>		
Excellent team player	Essential	Interview
Able to work flexibly	Essential	Interview
Enthusiastic and approachable	Essential	Interview
Able to work positively within the spirit of BASC's vision and core values	Essential	Interview