



Digital Content Manager

The Honourable Society of the Middle Temple - City of London

Salary range £32k plus excellent benefits

The Inn

The historic Middle Temple is one of the four Inns of Court which have the exclusive right to call men and women, who have completed the necessary academic qualifications, to the Bar of England and Wales. This entitles them, after a period of pupillage (vocational training) to practise as Barristers. As well as calling men and women to the bar, Middle Temple is a members' organisation for barristers and provides them with various services and resources including accommodation, dining facilities, a library and other training. The HR function supports and advises all of the Inn's staff as well as the Council of the Inns of Court (COIC), approximately 130 employees and workers in total.

The role

We are looking for a Digital Content Manager to maintain and develop Middle Temple's online presence and progress the use of online services by a variety of stakeholders. The role will support the Inn's online presence including social media solutions/channels, website content and the progression of services to our membership.

Requirements

The successful candidate will have:

- Exposure to database/CRM systems where accurate data input and validation is required.
- An understanding of the role CMS play in the management and up-keep of an organisations website.
- Close attention to detail.
- High level of accuracy.
- Ability to tease out relevant information from individuals, and to work with people at all levels of technical understanding at all levels within the organisation.
- Strong communication skills, including excellent written English.
- Collaborative and cooperative approach to work.
- Ability to work, engage, and liaise with different members of staff and departments.

Excellent benefits include a pension scheme, private medical, and life cover as well as a generous leave allowance.

How to apply

If you wish to apply please send your CV and a covering letter explaining why you would like the job to Faiso Mohamed, HR Officer at recruitment@middletemple.org.uk. The closing date for applications is **Friday 20 September 2019**.

Middle Temple is an Equal Opportunities employer.

The Inn is an equal opportunities employer and welcomes applications from qualified candidates from all sections of society and all backgrounds.



THE HONOURABLE SOCIETY OF THE MIDDLE TEMPLE

JOB DESCRIPTION

- Position title:** Digital Content Manager
- Reporting to:** **IT Manager**
- Tenure:** Permanent
- Hours:** Full Time
- Responsible for:** Maintaining and developing Middle Temple's online communications and "marketing" strategy, for commercial activities, general presence, and progressing the use of online services to potential clients, members, staff, visitors, and other stakeholders.
- Key Objectives:** To provide support and administration of the Inn's online presence, including social media solutions/channels, website content (including management of content style, consistency, and relevance (in accordance with established guidelines), and assist in the progression of services to our membership through online mediums.

About Middle Temple

Middle Temple ("the Inn") is one of the four Inns of Court, which have the exclusive right to Call men and women to the Bar of England & Wales, i.e. to admit those who have fulfilled the necessary qualifications to the degree of Barrister-at-Law, which entitles them, after a period of pupillage (vocational training), to practice as Barristers. The Inn also maintains an extensive heritage estate, holds numerous events and functions throughout the year, and has function rooms available for private hire. Together with the other Inns of Court, the Inn also collaborates closely with organisations that support the Bar, including the Council of the Inns of Court, the Bar Council, and the Bar Standards Board.

About the Role

This role forms part of the Commercial & Operations Team within Middle Temple, which encompasses, IT, venue hire, catering, filming management and merchandise.

The post itself will support proactively promoting Middle Temple as a premium, prestigious, venue, whilst supporting the growing use of online solutions being deployed by the Inn. A key focus will be targeting potential clients, alongside supporting the Inn in the use of online tools to communicate and engage with our membership, and perspective members/students.

In addition, the role will assist in understanding potential client demographics, proposing, and deploying new and relevant online services, aimed at our target audience.

As the Inn moves towards a more online focused approach to many aspects of its' business, this role is pivotal in the definition, and deployment, of our online strategy. This will involve working with internal and external parties, to ensure a consistent and progressive approach, both in terms of the day-to-day activities and specific projects.

Main duties include:

1. Online marketing and promotion of the Inn's commercial activities:
 - a. In conjunction with the IT Manager, Commercial & Operations Director, third parties, and other senior stakeholders, develop and implement communication strategies for public, and internal, events being held at the Inn.
 - b. In conjunction with the commercial teams, develop and implement an online strategy promoting the commercial services available at the Inn; to include meeting space, weddings, functions and those activities targeted by the overall commercial strategies. Key in this being the Venue Hire website.
 - c. Advise on appropriate platforms for the online distribution of marketing and sales activities, to ensure widest distribution, and highest levels of penetration.
 - d. Work in conjunction with third party PR businesses to ensure a consistent message across all platforms, both online and traditional, when promoting the Inn.
 - e. Constantly review platforms used, internal policies, and trends, to ensure the Inn's approach remains current and appropriate.

2. Online marketing and promotion of the Inn's internal events:
 - a. Advise on appropriate platforms for the online distribution of marketing activities to ensure widest distribution and highest levels of attendance at Inn events.
 - b. Assist/advise internal teams on communication strategies for activities in their own areas.
 - c. Assist in the use of the communication tools used at the Inn, to include the Inns website, Social Media and "e-news" letters. Ensuring best practices are always followed.

3. Maintain and update the Middle Temple website. This includes:
 - a. Work in conjunction with the IT Manager, and other key members of the IT team, to progress services provided to our membership via the website.

- b. Monitor the relevance, quality, and consistency of information on the Inn's website.
 - c. Ensure content approval processes are adhered to, content quality and style standards are maintained.
 - d. Acting as the website 'Super User'; advising other users on processes for adding new content to the website.
 - e. Take a hands-on approach to the addition of dynamic website content, for example News Items on the Home page, or video based content.
 - f. Train identified departmental content owners in the use of CMS tools and Middle Temple standards, to ensure they are able to maintain and develop their departmental pages.
 - g. Take an active role, along with all key stakeholders, in the improvement and continual development of Middle Temple's website.
4. Drive and monitor the Inn's Social Media Presence. This includes:
 - a. Reviewing content added by the various Social Media contributors throughout the Inn, to ensure relevance of content and appropriate style.
 - b. Actively seek already available online content that is relevant to the Inn, to its members, and to the legal profession; posting or re-posting this content on the appropriate social media platform.
 - c. Respond to any communication/question received via, or in regards to, social media from Inn staff, members, general public, or other stakeholders.
 - d. Work with relevant resources to review Social Media analytics and define future direction for current, and potential, Social Media solutions.
5. Ongoing monitoring, review and reporting of online communications.
 - a. In conjunction with the IT Manager, and Commercial & Operations Director, define a dashboard of reports demonstrating the results of digital content across the area of responsibility.
 - b. Present monthly reports to the Commercial & Operations Director/IT Manager, to ensure alignment with defined goals and objectives.
 - c. Advise on any suggested changes to approach, or adoption of new technologies, based on the statistical analysis provided through the monthly reports.
6. Assist and support data related structural changes to the Inn's CRM/Drupal instance.
 - a. Review/Assist with change requests to Master data lists in Civi.
 - b. Manage any changes or additions to the web forms on the Inn's website.
7. Undertake any other duties that may be required from time to time commensurate with skills and experience.

Person specification: Digital Content Manager

	Essential	Desirable
Qualifications	<p>Strong marketing background with particular emphasis around online media and communications.</p> <p>Preferably, a marketing qualification and demonstrable experience of creating high-quality online content.</p>	<p>Some Sales experience in ecommerce.</p>
Background/Experience	<p>Exposure to a variety of Social Media Tools, in a business environment and personally.</p> <p>Exposure to database/CMS systems where accurate input and validation is required.</p> <p>Ideally experience of various versions of Drupal.</p>	<p>Experience of reviewing content against a desired standard, preferably on a website.</p> <p>Experience of managing membership/customer information, preferably in a professional society or other type of membership organisation.</p>
Skills	<p>Close attention to detail.</p> <p>High level of accuracy.</p> <p>Ability to tease out relevant information from individuals, working with people at all levels of technical understanding, and all levels within the organisation.</p> <p>Strong communication skills, including excellent written English.</p>	<p>Creative flair and an understanding of modern online capabilities.</p> <p>A knowledge of SharePoint would be very useful.</p>
Personal Qualities	<p>Rigour and thoroughness.</p> <p>Commitment to high standards.</p>	

	<p>Collaborative and cooperative approach to work across varying prioritise.</p> <p>Ability to work, engage, and liaise with different members of staff and departments.</p> <p>Conscientious and meticulous.</p>	
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Key relationships: Reporting to the IT Manager, the post holder’s key relationships will be across multiple Inn departments, and the content creators for the Inn’s website and Social Media platforms.

As and when relevant projects arise, there will be significant interaction with the Inn’s third-party website supplier and those related to specific projects.