

About the role

The Line is recruiting a **Digital Communications Coordinator** who will join the team to support the organisation's media and communications. The Line is seeking a dynamic and proactive individual who has an engaging, hands-on practical approach, comfortable within a small and busy team.

The role will require you to plan and deliver digital marketing campaigns to support The Line's various programme strands. You will prepare copy for use across The Line's digital platforms, including our website, app, newsletter and social media, and to deliver digital content with a consistent approach across the organisation using The Line's style guide. The creation of compelling written content will be a core responsibility, including the preparation of key materials across digital and print.

You will prepare written content for digital marketing assets to help communicate our exhibition and engagement programmes and ensure that the art, heritage and wildlife on the route are brought to life. In 2022, an accessibility audit was completed and you will need to build on these learnings as we upgrade our communications across the board (including our signage, app and website) to ensure that we meet accessibility requirements and expectations.

Purpose of the role

- To support The Line's mission to engage, educate and inspire the public through written content and communications
- To prepare fresh, impactful copy that raises awareness of The Line's work and attracts people to engage with our programmes
- To create compelling and dynamic campaigns and communications to attract patrons and funders
- To identify opportunities in developing and broadening The Line's audience through strategic campaigns, partnerships, data analysis, and digital outputs
- To ensure that The Line is effectively measuring the impact of our digital programming in a way that supports ongoing fundraising and our case for support.

Responsibilities

- Work alongside the Creative Content Producer to plan and deliver digital marketing campaigns to support organisation activity, which includes artwork launches, events, engagement programmes, outreach, digital projects and relevant sector activity
- Lead on messaging and communications across our online platforms and printed outputs using The Line's style guide
- Incorporate evaluation findings, storytelling and original ideas into digital communications
- Work with The Line team and regional partners to identify digital opportunities to maximise audience reach and engagement with our work
- Grow The Line's mailing list and coordinate email campaigns, including general and targeted newsletters, writing and collating copy from the team
- Regular communication and cross-promotion with partners and local stakeholders, as well as seeking out strategic and local opportunities for further promotion of The Line's work

- Work with the Creative Content Producer to manage and improve WordPress website and Bloomberg Connects app CMS, with refreshed content, including uploading and updating online content when necessary, as well as making in-house edits to improve user experience
- Track website activity through Google Analytics and monitor growth across social media platforms; report monthly learnings to the wider team and use a data-driven approach to feed into the digital strategy
- Support the Project Manager and Web Development Agency to deliver on a new website in 2025
- Work with the Creative Content Producer to develop ideas to supplement existing IRL and digital wayfinding on The Line
- Assist audience development processes by regularly tracking, mapping and reporting on digital interactions across Google Analytics, Mailchimp, Bloomberg Connects and social media platforms
- Review and respond to social media and online reviews of The Line and build a proactive approach to visitor experience feedback.

General:

- Adhere to The Line's policies and deliver on The Line's Digital Strategy as part of the wider Strategic Plan, as well as working towards its targets
- Attend networking events to build strategic partnerships.

Person specification

Essential:

- Three years' proven experience in a digital communications role
- Excellent written and verbal communications skills, including a proven ability to write about art
- Exceptional attention to detail
- Experience of coordinating successful content and campaigns across web, print media, email and social media
- Experience of building relationships with stakeholders and seeking out promotional opportunities
- Experience of using digital communication channels & tools including social media and web techniques and systems to maximise digital engagement
- Good understanding of digital technologies such as SEO, Google Analytics, social media platforms, CMS, Google Ads
- Experience of using analytics to monitor, evaluate and improve digital performance
- Passion for, and experience of, managing and producing a variety of online content and/or digital communications such as video/audio, infographics, blogs and social media posts (with the help of the Creative Content Producer)
- Knowledge and understanding of best practice around digital inclusion and accessibility
- Resourceful and willing to work as part of a small team with lean budgets
- Enthusiastic with a passion for art, engagement and the outdoors.

Desirable:

- Educated to degree level preferably in a relevant subject or equivalent work experience
- Monitoring and evaluation skills
- Experience of using PPC (pay per click).

Behavioural Approach

- Highly organised, self-motivated and innovative
- Flexible and collaborative
- Creative and resourceful
- Team player.

Circumstances

- Flexibility for occasional weekend working and evening events

Application deadline and interviews

The closing date for applications is **9am on Monday 8th April**. Interviews are expected to take place in person at The Line's offices at Here East (Queen Elizabeth Olympic Park) on **Thursday 25th April** and for the selected candidate to start as soon as possible after this date.

We are committed to equality and diversity within our workforce and in all opportunities. Our recruitment process is open to all, but we would particularly like to encourage applications from people from Black, Asian and ethnically diverse backgrounds, those who identify as LGBTQ+, those from lower socio-economic backgrounds and those who identify as disabled, as these groups are currently underrepresented in our teams and the cultural sector more widely.

How to apply

1. Read the Job Description
2. Email workwithus@the-line.org and include:
 - A cover letter (no more than two sides of A4) or supporting statement setting out how your experience, interests and skills respond to the person specification, using examples
 - Your CV (no more than two sides of A4)
 - Examples of past work / projects (max 8 slides or short video) – please use [WeTransfer](#) for file sharing – and embed a link in your email to us
 - [Equal Opportunities Monitoring Form](#) (please note this will not be reviewed by the individuals reviewing applications)
 - Names, email addresses and telephone numbers of two people who can supply a reference. At least one of these should be your current or most recent employer.

If you do not meet all criteria in the person specification but feel you meet the majority or bring alternative strengths, please feel encouraged to apply.

If you would like any further information, have any specific requirements or would like to discuss any aspect of the role in confidence, please contact workwithus@the-line.org to arrange a call.

Any application received after the deadline may not be included in the recruitment process.

If this process is not an appropriate method for you because of an impairment or disability, please contact us to make alternative arrangements.

We will acknowledge all applicants with a response.

This job description is available in large print.
Please email workwithus@the-line.org