

JOB PROFILE	
<b>Company:</b>	Italia Conti Arts Centre Limited
<b>Department:</b>	Marketing & Events
<b>Role:</b>	SEO, Digital & Content Manager
<b>Reporting to:</b>	Creative Producer/Chief Operating Officer [TBC]
<b>Direct reports:</b>	
<b>Location:</b>	Victoria Place, Woking
<b>Salary:</b>	£40,000-£45,000 per annum

ROLE SUMMARY
<p>The SEO, Digital &amp; Content Manager will lead on web development and Search Engine Optimisation (SEO) and paid advertising and support the creation of visual assets and content, including some graphic design, as needed, with a view to improving visibility, user experience and search performance. A key part of the role will be maintaining and developing the Italia Conti website to better-engage external audiences, particularly by supporting e-commerce functionality for short course bookings and enquiries.</p> <p>The role also supports wider marketing and brand awareness through the creation of digital advertising campaigns in paid social platforms such as Meta Ads. Additional campaigns need to be effectively run using Google Ads, incorporating search, display, Performance Max, and remarketing campaigns as appropriate. The SEO Digital &amp; Content Manager will also be responsible for allocating appropriate budget to these campaigns, and for reporting back to Senior Management on their success. Basic graphic design will be needed to support these materials, as well as for social media posts and occasional marketing assets (flyers/brochures etc).</p>

KEY ACTIVITIES
<ul style="list-style-type: none"> <li>• Evolving and delivering a thoroughgoing communications and marketing plan, particularly in respect of social media, for Italia Conti that drives the institution's profile and reputation, improves our market share, our share of voice and ensures we connect with a broad network of stakeholders in order to grow our impact and outperform our competitors.</li> <li>• Keeping the website up to date and managing its ongoing development with accurate, relevant and engaging content and creating and updating website banners, graphics and landing pages.</li> <li>• Managing our technical, on-page and off-page SEO to demonstrate improvements in our SERP rankings, improvements in our traffic in comparison to competitors, and keeping a high health score and domain authority.</li> <li>• In partnership with the Creative Producer and Creative Content Assistant, designing and producing high-quality digital assets including graphics, videos, animations and interactive content for websites, social media, e-mails and paid advertisements.</li> <li>• In partnership with the Creative Producer and Creative Content Assistant, designing visuals optimised for different digital platforms including Instagram, LinkedIn, BlueSky, X, YouTube, TikTok and Google Ads</li> <li>• Keeping informed of digital trends and proactively adapting strategies to align with platform best practices.</li> </ul>

- Contributing to brand identity development and ensuring consistent application across all digital touchpoints.
- Managing digital asset libraries and organising content for easy access and repurposing.
- Monitoring the performance of creative campaigns, and marketing channels using analytics tools (i.e. - Google Analytics, Meta Insights etc.).
- Analysing engagement data and iterate on designs for improved outcomes.
- Conducting A/B testing on visuals or ad creatives to determine effectiveness.
- Leading on paid advertising across Meta platforms, TikTok and Google.
- In collaboration with the Events & Outreach Manager, leading on the promotion of all external events and performances across all digital platforms.
- Delivering training and guidance on social media channels to colleagues across Italia Conti with a range of experience and expertise to engender a digital-first approach.
- Planning, prioritising and delivering compelling copy and publications tailored to suit communication need.
- Arranging physical and digital promotional collateral such as programmes, prospectuses, leaflets, exhibition stands and welcome guides, t-shirts, (development of branding)
- Collaborating with team members to achieve joint projects and objectives.
- Analysing and evaluating marketing data to optimise return-on-investment and overall cost effectiveness of specific marketing activities.
- Ensuring all activities undertaken are in compliance with Italia Conti's policies and procedures.

QUALIFICATIONS, KNOWLEDGE, SKILLS AND EXPERIENCE REQUIRED		
	Essential	Desirable
<b>Qualifications/Education</b>	<ul style="list-style-type: none"> <li>• Educated to degree level in a relevant discipline (Web development, Marketing, graphic design, digital media, multimedia arts or a related field) or equivalent experience.</li> </ul>	<ul style="list-style-type: none"> <li>• A marketing qualification from a relevant professional body (CIM or similar).</li> <li>• Relevant qualification in advertising, public relations, business, digital marketing, media and journalism or technical or relevant equivalent experience.</li> </ul>

<b>Knowledge/Skills</b>	<ul style="list-style-type: none"> <li>• A very high level of proficiency with web design principles, UX/UI, CMS platforms (WordPress), custom coding, and the ability to develop and optimise a website.</li> <li>• Proficiency in Adobe Creative Cloud (Photoshop, Illustrator, InDesign , After Effects, Premiere Pro) and/or similar tools (Figma, Canva Final Cut Pro).</li> <li>• Knowledge of basic video editing, motion graphics and animation.</li> <li>• Strong attention to detail and an eye for aesthetics, colour, typography and layout.</li> <li>• Excellent influencing and communication skills and an open and collaborative style with the ability to build strong working relationships and communicate sensitively and effectively with a wide variety of people.</li> <li>• Excellent copywriting skills and a high level of initiative in terms of generating inspiring content and ensuring Italia Conti's online presence maintains currency and is 'on brand'.</li> <li>• Excellent verbal and visual communication with the ability to turn subject matter into engaging, concise and accurate stories for a range of channels and audiences.</li> <li>• Excellent IT skills. Conversant with Content Management Systems and all social media channels. Knowledge of Microsoft Office applications.</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge of FE or HE institutions gained through studying or working.</li> <li>• Knowledge of the theatre and performing arts.</li> <li>• Knowledge of arts marketing gained through experience in the profession.</li> </ul>
-------------------------	---	---

	<ul style="list-style-type: none"> <li>• Personal integrity and high standards for self and others.</li> <li>• High level of ability in planning and prioritising.</li> </ul>	
<b>Experience</b>	<ul style="list-style-type: none"> <li>• Significant demonstrable experience of developing and optimising Content Management Systems, social media platforms and SEO.</li> <li>• Experience in managing paid advertisement budgets effectively, and producing ROAS from paid social and google ad campaigns</li> <li>• Experience of creating engaging social media content, publications and materials that promote an organisation and align with its brand.</li> <li>• Previous experience of graphic design &amp; illustration.</li> <li>• Previous demonstrable experience in a marketing role, preferably in the performing arts.</li> <li>• Experience of working as part of a team.</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of working in an FE or HE institution</li> <li>• Experience of outreach and widening participation activity.</li> </ul>
<p><i>The above duties will inevitably change as the work of Italia Conti develops. The post-holder should therefore expect periodic variations to this job description. This job description may also be supplemented on a regular basis by individual objectives derived from Italia Conti's strategies.</i></p> <p><i>The post involves commitment to working outside the normal hours and a willingness to work flexibly is expected, particularly during the 2 week periods when student performances are taking place which will represent a peak of work (usually the penultimate 2 weeks of each term)</i></p> <p><i>There is an expectation that all employees will maintain the values of the Italia Conti and will comply with its code of conduct as well as equality and diversity, health and safety and safeguarding policies.</i></p>		