

Job Title: Digital Executive and Content Creator

Reporting to: Marketing Director

Salary: DOE

5-day/week contract, permanent

Overview

We are seeking a dynamic and creative Digital Executive and Content Creator to deliver our digital content strategy across social media platforms and our website. This role is ideal for someone who thrives in fast-paced environments, has a passion for storytelling, and understands how to translate live experiences into engaging digital narratives. You will be at the forefront of our brand's online presence, attending key events and transforming moments into impactful content that drives engagement and elevates our digital footprint.

Strategic Responsibilities

- Develop and execute a cohesive content strategy across all digital channels, aligned with brand goals and audience insights.
- Manage and maintain the content calendar for social media and website updates, ensuring consistency and timeliness.
- Attend events, conferences, and meetings to capture real-time content and translate it into compelling digital stories.
- Collaborate with internal teams and external partners to amplify campaigns and initiatives through creative content.
- Coordinate content across social media and on the Chamber website – Chamber and member content – to ensure cohesive campaigns and impactful strategies.
- Monitor performance metrics and use data-driven insights to refine content strategies and improve engagement.
- Stay ahead of digital trends and emerging platforms to keep our content fresh, relevant, and innovative.
- Ensure all content adheres to brand guidelines and maintains a high standard of quality and professionalism.

Person Specification

- Proven experience in content creation, digital marketing, or social media management.
- Exceptional attention to detail and a strong sense of visual and written storytelling.
- Highly organised with the ability to manage multiple projects and deadlines simultaneously.
- Creative thinker with a proactive approach to problem-solving and innovation.
- Strong understanding of digital platforms, analytics tools, and audience engagement strategies.
- Confident communicator with the ability to represent the brand at events and collaborate across teams.
- Experience in building and growing an online brand presence with measurable results.
- Strong experience on photo/video editing and social platforms.