

Job Description and Personal Specification: Communications and Digital Assistant

Location: Salisbury, (flexible and hybrid working supported). Full-time role

Bringing together leading minds and practitioners in the sector, Wessex Archaeology is a trusted archaeology and heritage service provider and educational charity. From our network of international offices, we work in partnership with our clients to deliver sustainable solutions to manage the historic environment - above ground, below ground and underwater. We are committed to our social impact. This means using the knowledge and connections we make through our commercial activities as a catalyst to engage the communities in which we work.

The role – what’s involved?

Want to help to communicate some of our fascinating archaeological work?

We’re looking for an organised and proactive person to play a crucial role in supporting communications and marketing activity across our organisation. You need to be passionate about all things digital and feel at home publishing content and engaging on social media.

You’ll get to work with experts across our teams, gain insights and make a positive impact across all areas of our charitable business. You’ll be involved in a wide range of activities, from maintaining digital content across web and social media and helping to facilitate press requests to assisting with an assortment of marketing opportunities, from coordinating events to assisting with the development of marketing materials.

With a flair for and interest in creating captivating content and a good eye for a story, you’ll contribute ideas and support the team in developing and sharing a range of multimedia assets and stories.

If you thrive in an environment where you'll be working on lots of different tasks and are comfortable prioritising your work, then this role would suit you. This role is a great opportunity to experience and develop a broad range of communications expertise and is the perfect role for a driven and energetic individual keen to progress a career in heritage communications.

Main Responsibilities

If you are a resourceful person looking to join a collaborative team, this could be the career move for you. You will:

- Create and maintain schedules for digital and social media activity (owned and paid).
- Lead the day-to-day posting and monitoring of social media activity.
- Work with our Content Management Systems (CMS) and other digital platforms to manage the publishing of content across these channels, including websites and intranet.
- Collaborate with internal stakeholders to source content and story leads and research and develop compelling multimedia assets and content.

- Analyse communications activity (social media, web, media, internal and campaigns) to produce actionable and meaningful insights and reports, making effective use of analytics tools to inform communications activity.
- Support with varied marketing communications activities, from events to development of campaigns and marketing materials.
- Assist with the running of the press office, from facilitating filming and photography requests to other varied media events and opportunities, developing and maintaining media our database, and triaging our press office inbox.
- Support a culture of cross-organisational working and contribute to the overall objectives of the communications team.
- Champion Wessex Archaeology's corporate brand and advocate inclusivity and accessibility across our channels and content.
- Undertake varied administrative tasks relating to communications and marketing at Wessex Archaeology

Skills, Experience & Attributes

We recognise that you may not have all the skills and knowledge we've listed below but if you think your experience and personal qualities are a good match for this role, we'd love to hear from you.

- Professional experience working on social media channels.
- Proven track record in administration and project or task coordination, such as managing plans, schedules or programmes.
- Strong copy-writing skills and attention to editorial and factual detail.
- Excellent verbal communication and the confidence to liaise with internal and external stakeholders at all levels.
- Experience using a range of digital platforms and analytics tools, such as CMS systems, social media dashboards, and Google Analytics.
- Creative flair and aptitude for composing and developing compelling messaging and content.
- Experience in a customer, client or media relations role, ideally within PR but this could be in another setting such as customer service.
- Confident using the full Microsoft Office package and other IT software, ideally with basic knowledge and experience in Adobe Creative Cloud programmes.
- An interest in heritage and a personal drive to support our charitable and business aims.

Anticipated Individual outcomes and development opportunities.

Successful performance in this role requires collaborative working and proactive engagement with colleagues in the comms team, the wider organisation, and with a range of external audiences. You will make a vital contribution to a small but valued team and will contribute to the successful running of our function. This role is an opportunity to grow your communications and digital marketing expertise working across a range of activities.

Anticipated organisational outcomes

- Delivers resilience in the comms and marketing team
- Contributes to the management of several essential communications channels
- Facilitates positive interactions and engagement with a range of audiences