



## **Job Description**

**Title:** Social Media and Marketing Trustee for Bridport Area Development Trust

**Location:** Bridport and able to work from home

**Reports to:** Chair and Board of Trustees

## **Introduction**

The Bridport Area Development Trust (BADT) is a registered charity and company limited by guarantee established in 2009, run mainly by 8 Volunteer Trustees and our mission statement explains the purpose of the Trust and what we are trying to achieve.

**'The Bridport Area Development Trust works in partnership to identify, plan and deliver projects that meet local need and provide long term economic and community benefit to the town and beyond.'**

The Trust's two main projects to date are the Literary and Scientific Institute Building in Bridport and the West Bay Discovery Centre. The Memorandum and Articles commit BADT to 'regeneration by a wide variety of means and building preservation is only one of these'.

The Trust is prepared to consider any project in Bridport and its surrounding parishes that has a regenerative benefit especially if they are of an economic and/or educational nature but one key criteria for BADT support is that of sustainability.

## **Role Purpose:**

To help the trust develop an attractive and understandable profile that improves public understanding of the Trust's role and purpose.

To combine marketing and social media management skills to enhance the Trust's public profile, including interacting with its members and the local community, promoting focused, interactive or engaging content and expanding/developing any opportunities for revenue.

To work with other Trustee team members and volunteers to create innovative social media campaigns.

## **Duties & Responsibilities:**

- Create marketing and social media campaigns and strategies, including developing content and implementation.
- Ensure consistency in marketing and messaging across print, website, social media and emails by working with various Trustees and team members
- Provide help and guidance to trustees on social media implementation best practices and strategies
- Collect customer data and analysis to create comprehensive reports and improve future marketing strategies and campaigns

- Report progress to Trustees at Board meetings
- Grow and expand social media presence into new social media platforms, increase presence on existing platforms including Facebook, LinkedIn, Twitter, and Instagram
- Ensure website, social media and email content link effectively
- Research and monitor activity of other similar organisations
- Create and distribute engaging written or graphic content in the form of e-newsletters, web page and blog content, or social media messages

### **Person Specification**

Qualification in Communications or Marketing or alternatively relevant experience in an organisational or business environment

One to Two Years of Experience with Social Media Management, Marketing Experience, Content Creation, Copywriting, Graphic Design, Web Design and Strategy

Good Technology Skills including Data Collection and Analysis

Strong Verbal and Written Communication Skills

Attention to Detail, Self-Motivated, Creative Problem-Solving Skills

Experience with Major Social Media Platforms

### **REMUNERATION:**

**The Social Media and Marketing Trustee is a voluntary position and therefore unremunerated but travel expenses of 40p per mile are available to attend meetings in Bridport if required.**

**Signed.**

**Date.21/10/2021.**