

# Digital Marketing Officer

**Salary: c. 25K Full time**

Reporting to: Marketing Manager



Patron: HRH The Duchess of Cornwall  
President: HRH The Duchess of Gloucester



The Royal School of Needlework (RSN) is the International Centre of Excellence for the Art of Hand Embroidery, founded in 1872 and celebrating its 150<sup>th</sup> anniversary in 2022. Based at Hampton Court Palace, the RSN is a dynamic organisation with Degree, Certificate, Diploma, short course and exhibition programmes as well as a Studio for hand embroidery commissions and conservation.

## Job description and responsibilities

We are seeking a highly motivated Digital Marketing Officer to join the Marketing and Communications Team. This is an exciting new role, to create and drive digital content that generates impact and expands the reach of the RSN brand and its courses.

The person should have experience in digital marketing and a passion for all things digital. They will strive to make the RSN's digital experience the best it can be, engaging and inspiring it's loyal community as well as growing it's international audience during this exciting period of the RSN's history, it's 150<sup>th</sup> anniversary, and beyond.

The person should be confident in taking ownership of projects, coming up with new ideas, and have meticulous attention to detail. They will be an integral part of the small team working on campaigns and initiatives, proposing how we best support and deliver them through our digital marketing.

In addition to the digital role, the role will assist on events and projects across the business as and when needed.

We are looking for someone who is enthusiastic and energetic, proactive with initiative and drive and flourishes in a small-team, hands-on environment.

## Main responsibilities

- Responsible for the social media marketing plan, creating inspiring content to grow and engage our international community.
- Monitor, measure and report SEO and Google Analytics.
- Working with the wider team to plan and execute campaigns and initiatives, proposing how these are integrated into the rest of the online experience.
- Take ownership of mid-month eNews delivery process from content to send; design of monthly eNews and additional dedicated marketing mailings targeting the RSN's audiences for the Embroidery Studio, Shop, Degree, Courses etc.
- Build the eNews audience and monitor performance.
- Create and produce video content for digital platforms, which will be key during the 150<sup>th</sup> anniversary year.
- Manage and take photography across the organisation.
- Monitor the RSN's website for the Marketing Department, including updating and uploading content.
- Assist with the creation, distribution and analysis of audience surveys and questionnaires.
- Assist with preparation, build up and break down of events, including representing the RSN when required.
- Ability to multi-task and meet strict deadlines.
- Undertake any additional tasks as requested by the Marketing and Communications Team.

## **Experience of the following required**

- Creating and managing social media plans and successful campaigns
- Creating and uploading content to digital platforms, in a professional context
- Creating content for and dispatching email marketing campaigns using marketing platforms such as MailChimp
- Creating and updating web pages using CMS, ideally WordPress
- Managing and creating video production
- Photography to inspire and engage an existing and new community
- Proven IT skills: Adobe, Microsoft Office 365, WordPress, MailChimp, Canva, social media scheduling programmes, SurveyMonkey
- Using Cloud Computing
- A busy and varied working environment, managing multiple projects at the same time

## **Personal Qualities**

- Numeracy and literacy skills
- Energetic and enthusiastic with a pro-active approach, who brings new ideas to the team
- Well organised, with a common sense approach, and willingness to learn
- Attention to detail and multi-tasker
- Interested in the arts, with an interest in embroidery an advantage
- Able to talk with a variety of people, both on the telephone and face-to-face
- Highly presentable and able to represent the RSN at external events
- Available to travel and attend off site events from time to time

## **Working days and location:**

The Royal School of Needlework Marketing department is based in Hampton Court Palace, south west London. While the RSN is operating a flexible approach to staffing it should be understood that there will be an expectation that this person is initially onsite for at least two days each week but this may vary week to week, and may be more during busy periods leading up to and after events. Some out of office hours working may be required for which time off in lieu will be given.

## **To apply**

If you think you are the digital superstar we are looking for, then please apply by sending your CV and covering letter as to why you are perfect for the role to [steve.moore@royal-needlework.org.uk](mailto:steve.moore@royal-needlework.org.uk).

Applications will close on Sunday 5 December at the latest, but candidates will be reviewed on a rolling basis and called to interview before the closing date. Early applications are encouraged.