

Job Title: Digital Marketing Assistant

Reports to: Communications & Marketing Manager

Hours of work: Full time (37hrs p/w)

Salary: £27,079 per annum

Key purpose of the role

The digital marketing assistant is a new role within the marketing and communications team. Alongside our digital content creator and marketing and comms manager, the assistant will be responsible for supporting growing, nurturing, and managing digital content.

As a team we are moving towards a digital first approach so this role is a great opportunity for someone to support shaping that, and engage with a varied audience from visitors and potential visitors to one of our three attractions, commercial Archaeologists, history hobbyists, special interest groups and other, like minded business.

This role requires someone who is creative and organised so they can support the team in identifying, creating and delivering digital content using a range of techniques, across channels including websites and social media.

This role would be perfect for someone looking to learn and grow their career in social media and digital marketing, supported by an ambitious and experienced team.

Key Duties and Responsibilities:

We will be specifically asking you to support the planning and delivery of digital content, activities and campaigns across our existing digital communication channels for the following:

- York Archaeology attractions; including JORVIK Viking Centre, Barley Hall and DIG. This includes events, exhibitions, collections and JORVIK Viking Festival
- York Archaeology Commercial
- York Archaeology Learning and Community Engagement.

Key tasks include:

- Respond to queries, reviews, comments and other audience engagement.
- Creating basic content including TikTok & Instagram Reels.
- Online community management.
- Reporting monthly on organic social media analytics.
- Support the delivery of our marketing strategy through digital channels.
- Be responsible for and ensure the safekeeping of all equipment.
- Keep up to date with social media trends, platform updates/changes and emerging digital opportunities.
- Basic photography & videography.
- Support wider Marketing & Communications team with administration tasks such as purchase orders and answering general queries that come into the central inbox.





Person specification:

	Essential	Desirable
Education	• Demonstrable knowledge and experience of growing and nurturing social media content either through a formal qualification or equivalent experience.	• A recognised qualification in a marketing related field.
Knowledge & Experience	• Experience using Meta Business Suite or similar. • Experience writing copy for different audiences on online communication channels. • Knowledge of Digital Accessibility including alt text, captions etc. • Experience of social media scheduling and managing a content calendar. • Ability to use Adobe Creative Suite and/or Canva.	• Knowledge and/or experience in Archaeology. • Experience using Charity Digital and Google workspace.

Person specification:

	Essential	Desirable
Competencies (e.g. communication, interpersonal, teamwork)	• Excellent written and verbal communication skills • Creative, very organised, collaborative and enthusiastic. • Interest in social media/digital marketing and willingness to develop new skills. • Flexible approach and a willingness to work evenings or weekends, as required.	

This Job Description is not contractual and does not define or limit the work which you are employed to do, and you may be required to do any work within your capacity which York Archaeology requires from time to time. York Archaeology may make changes to this Job Description, on either a temporary or permanent basis, at any time it is considered necessary.