

# Rural Media

## Job Description & Person Specification

### Herefordshire's a Great Place (HGP) Communications and Content Officer (Part Time)

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<b>Reports to:</b>	HGP Project Manager
<b>Links with:</b>	RMC Creative Director HGP Cultural Programmes Coordinator RMC Development Manager Rural Media Finance and Operations Director RMC Content Producer Independent Evaluator Data Research Team Herefordshire cultural, arts and heritage organisations
<b>Location:</b>	Based at Rural Media's offices in Hereford at Packers House, 25 West Street, HR4 0BX.
<b>Type of contract:</b>	Part Time Fixed Term contract (August 2018 – July 2020)
<b>Hours of work:</b>	22.5 hrs per week (3 days per week)
<b>Salary:</b>	SCALE 6, range 26 – 28 £23,866 - £25,463 pro rata per annum. A pension contribution will be paid by the employer.

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## Overview

### Rural Media Charity

Rural Media Charity is a Hereford-based charity producing award-winning films and digital arts projects. Founded over 25 years ago, we have a reputation, locally and nationally, for telling powerful stories from unheard voices and nurturing creative talent. We work with communities, schools, groups and individuals to create issue-driven films, heritage and digital arts projects that raise awareness, influence change and celebrate rural life.

### Herefordshire Cultural Partnership (HCP)

HCP, founded in 2016 and managed by a Board of 12 members, is a consortium of major heritage, arts, and cultural groups which together with Herefordshire Council and Herefordshire & Worcestershire Chamber Commerce reach over 1,000 local organisations.

### Great Place Scheme <https://www.greatplacescheme.org.uk/>

The Great Place Scheme is a National Lottery-funded pilot and partnership between Arts Council England, Heritage Lottery Fund and Historic England to fund activities which can be built on in the future, and whose learning can be shared with other places.

The Scheme also aims to ensure that investment in arts and culture has the biggest possible impact on local economies, jobs, education, community cohesion and health and wellbeing.

Rural Media is leading Herefordshire's Great Place project, called '**Herefordshire's a Great Place' (HGP)** on behalf of HCP. A Steering Group comprising members of HCP will support the project.

Herefordshire's a Great Place programme will demonstrably strengthen the arts, heritage and culture of Herefordshire:

- More Herefordshire residents will have experienced, and been inspired by arts, culture and heritage.
- Herefordshire and its local communities will be a better place to live, work and visit.
- Herefordshire's local economy will have been boosted.
- Herefordshire's arts, culture and other organisations will be more resilient
- Herefordshire's arts, culture and heritage organisations will have built sustainable partnerships with other sectors, agencies and organisations in the area and culture will be reflected in local plans and strategies.

The Great Place project in Herefordshire will explore the use of data (open data and big data) among the cultural sector; building a better understanding and confidence in the smart use of data (open data and big data) and new data tools.

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## **Job Description**

### **Summary**

We are looking for a dynamic Communications and Content Officer who will use their communications skills to grow local and national audiences for Herefordshire's cultural officer, and their content creation skills to create and co-ordinate rich media content across the Herefordshire's a Great Place platforms (website, social media, newsletters).

We're looking for someone with a love of content creation and the knowledge/skills needed to share that content with a diverse range of audiences, from project stakeholders to members of the public.

You should be digitally-savvy and adaptable, interested in using data (open data, big data) and analytics to raise awareness of the Great Place project, to inform campaigns, spot wider audience trends and share outputs and insights with project partners.

Working to brand guidelines, you'll be comfortable writing/editing copy to a tone of voice and optimising for SEO impact.

Working with the Cultural Programme Coordinator and Content Producer, you will encourage communities to create their own digital content about what makes their communities special, and help them share those stories with policy and decision makers, generating debate about the role of art, heritage and cultural landscape within Herefordshire's social, economic and health & wellbeing development.

When required, you'll actively participate in Great Place events and activities

## **Main Duties**

1. Build upon and maintain external communications that positively promote Herefordshire's a Great Place project and its activities
2. Promote Herefordshire's wider cultural offer and work with arts and heritage organisations, including Herefordshire Cultural Partnership, on strategic communications for the cultural sector
3. Create digital content (written, visual, moving image) for the Great Place website and social media platforms
4. Produce a content plan and publish rich media content across the Great Place website and social media channels
5. Produce and distribute a regular Great Place digital newsletter and maintain mailing lists
6. Build and maintain relationships with regional and national media, including arts, heritage and culture specialist media
7. Liaise with Herefordshire Cultural Partnership (HCP) to support, when required, communications and HCP activities
8. Provide support for and get involved with other areas of the Herefordshire's a Great Place project as and when required

### **General** *(These responsibilities are applicable to all posts)*

1. To undertake other duties and responsibilities, as specified by the line manager, that are commensurate with the level of the post.
2. This job description contains the main responsibilities of the post and does not describe in detail all the duties required.
3. The post holder will be expected to work/be available outside normal office hours

All duties to be carried out with due regard to:

- Health and Safety
- Child and Vulnerable Adult Safeguarding
- Data Protection and Confidentiality
- Equality and Diversity Policy

## **PERSON SPECIFICATION – Essential and Desirable Qualities**

Essential	Desirable
Minimum 2 years' experience in an editorial, content creation or communications role	Content creation or communications role carried within an arts, heritage or cultural organisation
Strong copywriting skills	
Strong rich media content creation skills	Graphic design skills, including experience with Adobe Creative suite
Good understanding of communications and marketing, such as: <ul style="list-style-type: none"> <li>• Market segments</li> <li>• Branding</li> <li>• Messaging</li> </ul>	Film editing skills
Passion for arts, heritage, creative industries and/or culture	
Experience using content management systems and digital publishing tools including: <ul style="list-style-type: none"> <li>• Google Analytics</li> <li>• Mailchimp</li> <li>• Social media (Facebook, Twitter, Instagram)</li> </ul>	
Enthusiastic attitude towards and proactive about communicating with diverse audiences, especially the public	
Strong attention to detail	Report writing
An excellent team worker, focused, highly motivated, confident and professional	
Flexible approach to work and hours to satisfy the needs of the project	
	Current valid driving licence and access to a car