**DESTINATION CHESTERFIELD CONTENT CREATOR**

**JOB DESCRIPTION AND PERSON SPECIFICATION**

**Contract:** Permanent, full time (35 hours per week)  
**Based at:** Chesterfield with agile working. Additional travel may be required  
**Salary:** £25,000 per annum

**1. MAIN PURPOSE OF THE ROLE**

To create quality written copy, video content and imagery to promote Chesterfield as a destination to invest, work, live and experience, in line with Destination Chesterfield’s strategy and delivery plan.

**2. POSITION IN ORGANISATION**

* Reports to the Senior Marketing Campaigns Executive.
* Line manager of the Marketing Assistant.
* Day-to-day liaison with media, team members and stakeholders.

**3. DUTIES AND KEY RESPONSIBILITIES**

* Create quality content to promote Chesterfield to support the delivery of the Destination Chesterfield Strategy.
* Identify the need for and either create or coordinate the production of written and visual content, including photography, video and graphics to support the delivery of the marketing activity of Destination Chesterfield and the development of the Chesterfield Brand.
* Prepare media releases for Destination Chesterfield, including proposals for curation of content, targeting high-value media and extending Destination Chesterfield’s reach locally, regionally and nationally.
* Storyboard, film and edit video content.
* Plan, shoot and edit photography.
* Management of the chesterfield.co.uk website, ensuring the site is on brand, up to date, has engaging, unique content and search engine optimisation is maximised.
* To manage the Marketing Assistant and support the wider team with business, commercial events and Chesterfield Champions marketing activity as required.
* To carry out any other reasonable duties as directed.

**4. PERSON SPECIFICATION**

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| **Knowledge**   * Knowledge of PR, media and marketing including digital marketing * Knowledge of writing copy for media, website, email marketing and social media * Knowledge of filming and editing video content for marketing campaigns and social media * Knowledge of photography * Knowledge of delivering business-to-business and business-to-consumer marketing campaigns * Customer service skills in a business-to-business environment * Knowledge of marketing, tourism, or economic development * Knowledge of a membership organisation * Knowledge of working on funded projects * Good knowledge of Chesterfield | essential  essential  essential  essential  essential  essential | desirable  desirable  desirable  desirable |
| **Experience**   * Experience in creating PR and media content, developing relationships in the industry and gaining high-value reach locally, regionally and nationally * Experience in managing a website and generating content * Experience in writing content for social media, web, print and media * Experience in taking and editing photography for marketing campaigns * Experience in planning, filming and editing video content for marketing campaigns * Experience in developing strong customer relationships and proactively meeting the needs of customers | essential  essential  essential  essential  essential  essential |  |
| **Qualifications**   * Degree level or equivalent industry experience | essential |  |
| **Skills and abilities**   * Excellent organisational and administration skills * Strong communication (written & oral skills) * Strong drive for results and a high level of resilience * Highly motivated - can work as part of a team and independently * Excellent writing skills * Computer literate in Microsoft Office, e-mail, and PowerPoint * Video and image editing skills * E-marketing and social media skills * Website CMS software experience | essential  essential  essential  essential  essential essential  essential  essential  essential |  |
| **Personal attributes**   * Takes responsibility for tasks and continual self-development * Celebrates and is proud of success * Supports others and works well with a team * Creative, continues to develop new skills and challenges tradition * Dependable and reliable * Resilient and adaptable * Able to exercise tact and diplomacy at all levels * Able to work under own initiative * Full driving licence (able to drive in the UK for business purposes) * Access to own transport, and willing to travel * Prepared to work flexibly in terms of working hours | essential  essential  essential  essential  essential  essential  essential  essential  essential  essential  essential |  |

 **5. OTHER INFORMATION**

This role is eligible to participate in the Chamber’s agile working policy.

Employee name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Employee signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date signed: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_