



## DIGITAL CONTENT OFFICER: ROLE PROFILE

### OVERVIEW

The British Wheel of Yoga is moving into a transformational phase in its growth as one of the UK's longest-serving yoga organisations, dedicated to a greater understanding of yoga and its safe practice through experience, education, study and training. This is an exciting creator opportunity to showcase your talents and our mission through digital platforms, including a new website.

**ROLE TITLE:** Digital Content Officer

**HOURS:** 37.5 Hours

**SALARY:** £25-27k

**REPORTS TO:** Head of Communications and Engagement

**REPORTEES:** None

**WORKS WITH:** The Communications and Engagement team

**LOCATION:** The British Wheel of Yoga, 25 Jermyn Street, Sleaford, NG347RU.  
Will work remotely. Some travel for meetings and events required.

#### Digital Content Officer Role Profile

## MAIN DUTIES:

Working with the Communications and Engagement team, the postholder will be responsible for a range of activities.

Deliver high-quality digital content for multiple channels:

- Work with colleagues and partners to produce and edit engaging content for digital platforms including websites, blogs, social media, newsletters, and more.
- Write compelling text that will reach diverse audiences.
- Implement social media campaigns, using content management platforms and tools such as Later.
- Identify engaging stories and input into creative planning
- Evaluate content, produce reports, make recommendations and input into strategic plans

Create and maintain digital presence:

- Work closely with colleagues to ensure that our website and other digital channels are up to date; reflect our brand identity; ensure consistency of messaging; reflect industry best practice from a user perspective; and meet accessibility guidelines.
- Monitor the online environment for brand and risk management purposes.
- Work with colleagues across teams to ensure a consistent digital presence for the entire organisation.
- Grow and manage our online community.

Collaborative working:

- Build strong relationships with colleagues, our volunteers, influencers and external stakeholders.
- Represent the BWY at meetings both internally and externally.
- Undertake professional development and training.

## ESSENTIAL QUALIFICATIONS, EXPERIENCE AND QUALITIES FOR THIS ROLE:

### Experience

- Proven capability of developing and producing high-quality content including video, photo, audio, written text
- Experience using leading editing packages such as Adobe Photoshop, Premiere Pro and/or iMovie etc
- Proven skills in website management and a strong understanding of the principles of web design and layout including administration of content management systems
- Understanding of web best practice and standards, including usability, accessibility and search engine optimisation.
- Effective planning skills, problem-solving, and prioritisation
- Experience evaluating digital content.

### Qualities and Skills

- A creative mind with the confidence to input into content planning, strategies and creativity
- Ability to use digital technologies to increase engagement with different audiences
- In-depth knowledge of social media platforms and ability to spot and capitalise on emerging trends, channels and developments in the digital space
- An awareness of copyright, rights management principals and creative commons
- Ability to manage and prioritise workload including meeting deadlines
- Ability to work under own initiative as well as having excellent teamwork skills, with a positive problem-solving attitude
- Able to 'see the bigger picture' and an understanding of how external influences can impact on our work
- Awareness of different cultures and heritage
- A willingness to work outside normal hours on occasion, where necessary
- Able to travel for work when required.

## Qualifications

Educated to degree level or equivalent in Digital Media / Communications / marketing or similar

Proven track record of CPD pursuit.

## Desirable

- Experience of working in the charity sector
- Experience and/or knowledge of yoga
- Knowledge and/or understanding of the BWY
- Experience of working in a live environment, capturing rich content from events and exhibitions.
- Experience of working with and briefing agencies and freelancers
- Experience training others on using equipment and software.

*This role profile is not exhaustive; it will be subject to periodic review and may be amended to meet the changing needs of the business. The post holder will be expected to participate in this process and BWY would aim to reach agreement to any changes.*

*We are proud of and actively celebrate the UK's rich diversity and believe our teams should reflect our communities. Be that age, disability, ethnicity, gender, gender identity, religion or sexual orientation. We have a deep belief that inclusion and diversity create a more inspiring environment to work, where people are treated with respect and can be comfortable being themselves. We provide adjustments for individuals throughout the recruitment process and working career so you can be at your best. As an equal opportunities employer, we welcome applications from all suitably qualified persons and all appointments will be made on merit.*