ROLE PROFILE

DIGITAL ENGAGEMENT LEAD

JOB PURPOSE

Lead on gathering, commissioning and creating digital content (photos, videos, graphics, blogs, articles, copy) that supports internal and external engagement and helps build a strong storytelling culture as part of our People Strategy.

KEY RESPONSIBILITIES	Content creation and management	• Reporting to the Communications Manager (CM) within the People and Culture Directorate. • Lead on gathering, commissioning and creating digital content (photos, videos, graphics, blogs, articles, copy). • Commission digital content from third party services as needed. • Liaise with Trinity House employees and members to gather their content, whether through requesting and supporting user-generated content or capturing it in situ with them. • Capture and generate content through site visits (lighthouses, ships, depots) by joining operational teams and maintaining strong working relations with all employees. • Manage a digital content library that will feed into internal and external communications activities (intranet, website, social media, print journal, newsletter, recruitment). • Liaise with in-house department responsible for managing the membership arm of Trinity House (known as 'the Fraternity' of Elder and Younger Brethren) to capture their extensive involvement with UK's maritime sector and integrate it into TH's narrative.
	External communications	• Work with CM to deliver the key tasks and objectives set out within the Public Relations and Corporate Communications Strategy. • Gather, commission and create content for use in all external-facing communications, including social media, online recruitment, website and our bi-annual print journal *Flash*.

		• Work with CM to identify external comms content requirements and plan content creation activities and budgetary requirements. • Manage Trinity House's social media channels. • Support ongoing enhancement of content on Trinity House's website.
	Internal communications	• Work with the Internal Communications Lead (ICL) and Director of People and Culture (DPC) to enhance Trinity House's storytelling culture and optimise our use of vibrant visuals and great employee stories, to make an even better place to work in support of the People Strategy. • Work with the ICL to gather, commission and create content that can be used to populate a thriving and engaging intranet. • Work with CM, ICL and DPC to identify internal comms content requirements and plan content creation activities and budgetary requirements. • Liaise extensively with colleagues from across the organisation's various teams (at sea and on shore, across locations in Harwich, London, Swansea and St Just) to join them in the course of their duties to capture photos, videos and stories that can help promote what we do (internally and externally) as a General Lighthouse Authority and maritime charity.
	Corporate communications	• Work with CM to manage other content requirements across the organisation, supporting departments and projects where the need arises for photos, videos and graphics (such as project reports, business cases and annual accounts). • Support CM with general copywriting, proofreading, desktop publishing (Adobe InDesign) as required by various departments, to ensure high quality of corporate communications.
	General	• Undertake additional tasks and responsibilities as assigned or necessary, within scope of the role.
ENTRY REQUIREMENTS	**Skills and experience**	• High interpersonal skills. • High literacy. • DSLR photography. • Video editing. • Desktop publishing (Adobe InDesign training is available) • Familiarity with using WYSIWYG web interfaces for editing and content management. • Driving licence (desirable, not essential).
	Qualifications	• Bachelor's degree level qualification demonstrating capacity for high level of literacy

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	Professional Competencies	- High level of literacy and writing style that has a positive impact - Builds strong and enduring relationships across the organisation - Creative and inspiring – solutions focused - Understands the purpose and value of a strong internal comms function - IT skills to support development and continuous improvement of communication channels and associated technology infrastructure

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