## Y:\HR Documentation\Logo\Premier_strapline_RGB.pngPREMIER

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**Digital Content Lead (Radio)**

SALARY: TBC (depending on experience)

LOCATION: London Office (EC4R) and/or Home

CONTRACT: Permanent

HOURS OF WORK: 35 hours pw

REPORTING TO: Director of News & Digital

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| OVERALL MISSION OF PREMIER MEDIA GROUP |
| *“To enable people to put their faith at the heart of daily life and to bring Christ to their communities.”* |
| PURPOSE OF ROLE |
| To lead and drive the continued growth of output and audience of digital content from Premier’s radio brands. Scope of role includes, but is not limited to, website, social media, podcasts, video channels and newsletters. This role will work closely with the wider radio team as well-being their point of contact for any issues. |
| KEY TASKS |
| * Driving the continued growth of the digital audience of the brands (including YouTube subscribers, podcast listeners, website views, magazine subscriptions, social media followers) * Along with the editorial team, look after the upkeep of premier.plus * Along with editorial team co-ordinate the sharing of content and interaction with audience on social media * Manage the uploading of the brand’s podcasts * Manage the uploading of the brand’s video content * Work with editorial teams on weekly newsletters * Collaborate with other DCLs to share learnings and aid growth of other brands * Use analytics to monitor audience engagement online and continue driving increased traffic |
| QUALIFICATIONS AND EXPERIENCE |
| * At least 2 years’ experience working in a digital environment * Experience using content management systems, social media at business level, and creating newsletters * Ability to use analytics to form decision-making around content * Experience in distributing content for digital platforms such as websites, video channels, social media, podcast platforms * Good editorial skills in copy, headline writing, and delivery |
| ABILITIES & SKILLS |
| * Ability to work independently but also as part of a team * Be self-motivated and flexible * Excellent communicator with a keen eye for detail * Able to work effectively under pressure, react quickly, and meet tight deadlines * A good level of IT skills including some image, audio, video, and copy editing * Meet the established production standards and contribute to the establishment of future internal guidelines * A proven interest and understanding of matters of the Christian church and faith * Demonstrate determination, diplomacy, and excellent interpersonal skills * Post-holder will work in a Christian environment and will deal with Christian organisations, Christian Ministries, and Christian listeners, most of the time; therefore, it will be necessary for the post-holder to be a Christian. |