



HARRISON PARROTT

JOB DESCRIPTION

Title:	Digital Communications Officer
Reporting to:	Associate Director: Marketing and Communications
Basis:	Full time 35 hours per week
Salary:	£29,000 - £33,000 dependent on experience
Location:	London: Somerset House – Hybrid working in the office (minimum 2 days per week in the office)
Closing date:	23.59PM Sunday 15 th October 2023

About Us

Job purpose

Develop and manage HarrisonParrott's digital presence and content creation across a variety of channels including websites, social media, e-newsletters, podcasts and internal communication systems. This role requires someone passionate and knowledgeable about social media and digital content creation, with an eye for design, strategy, and branded content. You will help to develop exciting digital content for use across our social media channels and special projects, and will be required to develop and maintain a plan for continuous improvement of our website content. A high level of professional confidentiality and discretion will be essential.

Key accountabilities

Website:

- Oversee the Website and Social Media Officer, to ensure timely and accurate updates are made to the company and associated company websites (e.g. discographies, reviews, photographs, Birdsong, Polyarts).
- Oversee the weekly webnews process with Website and Social Media Officer and ensure news is uploaded in a timely manner
- Write articles for the website e.g. Arts Partnerships & Tours news
- Oversee the monthly webnews articles and website updates for Arts Partnerships & Tours
- Assist editing and proofing of artist biographies, tailoring content and language to different readerships (audiences and promoters)
- Select and edit video and audio clips to upload on website, sourcing permissions to use these and checking credits and creating a digital library of artists' video/audio content on Vimeo.

- Create and lead on a series of new blog series and articles
Work with Associate Director, Marketing & Communications on development sprints for the website and associated brand websites
- Monthly reporting using Google Analytics and producing reports to improve our impact using PowerBi

Social media channels

- Oversee and work with Social Media and Website Officer to ensure digital content is uploaded to social channels in a timely manner and proofread, liaising with the artist management and projects/tours teams for content.
- Co-ordinate effective and well-designed creative branded content for HP's channels including Twitter, Facebook, Instagram, TikTok, YouTube and LinkedIn.
- Create video content for our social media channels by filming staff and artist interviews as part of our social media video series
- Provide social media advice and support for our associated brand channels Polyarts and Birdsong (e.g. posters, video clips/trailers)
- Develop and create social media campaigns around special events, composer anniversaries, podcast releases, HP values/people, special projects and other creative ideas.
- Develop our presence on YouTube and TikTok.
- Ensure consistent messaging and voice across all channels.
- Regularly monitor social media content on HP artist and competitor agency channels and share with relevant colleagues.
- Monitor advances in social media technology for potential use on HP's channels and make recommendations for potential future improvements for HP's use of social media channels.
- Produce monthly reports on social media activity using PowerBi.

Podcast series

- Assist in supporting production and development of The Culture Bar podcast series.
- Create timely audio transcriptions of podcast episodes.
- Create Podcast video trailers to promote the series.
- Outreach activities to promote The Culture Bar series, including limited paid promotions in podcast newsletters, and audio ad swaps.
- Liaise with freelance audio editor to edit recordings

Video editing and design

- Use video editing software (Premier Pro) to edit video clips and create short trailers for website, sales, and social media
- Use Photoshop to edit images for the HP website and create promotional materials
- Use InDesign/Canva to create content for pitch decks or media kits for artist management teams and special projects (digital)
- Create branded content using Canva (and other tools) for HarrisonParrott social media channel campaigns, and for clients when requested

Email campaign

- Manage and oversee producing email campaigns for selected groups of promoters and HP activities using Mailchimp

Intranet

- Assist with updating and maintaining the Intranet and ensuring a smooth system of information dissemination
- Assist with creation and implementation of weekly internal newsletter

Marketing Consultancy, special events and Website & Social Media Management Service

- Assist Associate Director, Marketing & Communications in supporting marketing consultancy work.
- Provide support to Associate Director, Marketing & Communications for special HP projects e.g. HP HP Foundation awareness week and symposium.
- Provide guidance and support for HarrisonParrott Group and associated companies' campaigns
- Provide support for the in-house Website and Social Media Service (client facing) with management of client social media accounts (planning, content creation, scheduling and reporting) and updating artists' websites

General

- Support internal marketing & communications workshops to ensure staff are informed of new marketing and communication platforms.
- Assist inducting new employees with company branding guidelines, internal and external communication practices in line with the company values.
- Assist with reviewing monthly music industry magazines.
- Conduct research into artists' digital presence, competitors, and digital trends.
- Be a champion for digital: support colleagues in thinking about how to use digital in their work to support promotion of their artists.
- Stay abreast of digital innovations and think about how these might be relevant to HarrisonParrott.
- Carry out any other duties that may reasonably be required.

Benefits

- The post carries 25 days of paid holiday per year pro rata in addition to statutory bank and public holidays. 5 of these days are to be taken during the office closure period in December.
- After 3 months of continuous employment the post holder will automatically be enrolled into the Company's Pension Scheme.
- Life assurance: 3 x annual salary.
- Annual ticket allowance for HarrisonParrott artist events.
- Hybrid workplace model.
- Flexible starting and ending times.
- Employee Assistant Programme

- Plus, Somerset House residents' benefits:
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 - I Love Covent Garden Card
 - Northbank Privilege Card
 - Corporate rate at Waldorf Fitness First
 - Community membership rates at King's College Gyms
 - Covent Garden Physio – introductory rate: 10%

Additional Information

We are an equal opportunity employer and value diversity. We welcome applicants from all backgrounds.

To apply for this role HarrisonParrott require the following to be completed:

1. **Application Form**
2. **An example of** either a video trailer you have created, a piece of branded social media content, or a pitch deck you have designed.

Deadline for submission of the above documents 23.59PM Sunday 15th October 2023

Completed documents are to be sent to hr@harrisonparrott.co.uk before/on the closing day specified and must include a completed equal opportunities form.

PERSON SPECIFICATION

To be successful in this role you must have experience using Premiere Pro, as well as Adobe photoshop.

You must possess excellent organisation skills, have a flair for creativity and experience in managing social media channels. Be a mature, highly resilient team player with the ability to work on your own initiative, adaptable to constant change and able to prioritise competing demands in a positively challenging and dynamic environment.

You will need to be extremely detail orientated and careful with your work as you will be handling website and social media accounts on behalf of HarrisonParrott. You will need to be used to dealing with various stakeholders at different levels.

Skills and Experience:	Essential:	Desirable:
Excellent organisational, time management and prioritisation skills with an ability to take the initiative.	✓	
A strong team player able to inspire colleagues to adopt new ways of working.	✓	
Excellent administrative skills and ability to develop and maintain internal systems	✓	
Demonstrable experience of creating branded content for social media/video.	✓	
Experience of managing social media and campaigns for an organization or company.	✓	
Excellent communication skills, both written and verbal, copywriting experience and editing skills.	✓	
Experience of using digital communication channels and tools including social media and web techniques and systems to maximise digital engagement.	✓	
Good understanding of digital technologies such as SEO, Google Analytics, social media platforms, social media management platforms such as Hootsuite and Later, CMS, MailChimp, Microsoft 365, Adobe Creative Cloud (specifically Premiere Pro, Photoshop and Indesign), Canva, Google Ads and social media Ads.	✓	
Experience filming content for social media	✓	
Experience using PowerBi		✓
Fluent in English.	✓	

Understanding of video social media channels such as TikTok and YouTube from a creator/influencer perspective.	✓	
Understanding of social media and content creation strategies.	✓	
Experience of using video editing software to edit videos and create video trailers.	✓	
Experience designing social media graphics and posters.	✓	
Experience of using analytics to monitor and improve digital performance.		✓
Experience of working within the commercial music industry.		✓

Experience of working with wide range of people including company Directors.		✓
Passion for and experience of managing and producing a variety of online content and/or digital communications (such as video/audio, infographics, blogs and social media posts).		✓