



Digital Assistant

Recruitment pack | February 2020

Digital Assistant

17 February 2019

Dear Applicant,

Thank you for your interest in this position. Enclosed is the information you require to assist you in applying for the role.

To apply please:

- Provide an up-to-date CV which shows your full career history with any breaks explained – we recommend that this should be a maximum of two pages;
- Write a supporting statement detailing how you are a good candidate for this post and how you fulfil the role profile and person specification – we recommend that this should be a maximum of two pages;
- Indicate if you are unavailable during the dates for remote tests or cannot attend during the week scheduled for interviews.

**Please ensure your full name is on all documents and saved as either:
Name/CV
Name/supporting statement.**

Applications should be e-mailed to recruitment@thebritishacademy.ac.uk

Applications must be received by 12pm Monday, 2 March 2020.

Please contact Giuseppe Scannapieco, HR, if you have any questions or queries at giuseppe@thebritishacademy.ac.uk

We look forward to hearing from you.

Yours sincerely,

Liz Hutchinson
Director of Communications
The British Academy

Welcome to the British Academy

The British Academy is the UK's national body for the humanities and social sciences. Our purpose is to deepen understanding of people, societies and cultures, enabling everyone to learn, progress and prosper.

We have three principal roles:

A fellowship of distinguished scholars from all areas of the humanities and social sciences, elected by their peers, that facilitates the exchange of knowledge and ideas and promotes the work of our subjects.

A funding body that supports the best ideas, individuals and intellectual resources in the humanities and social sciences, nationally and internationally.

A forum for debate and engagement that stimulates public interest and deepens understanding, that enhances global leadership and policymaking, and that acts as a voice for the humanities and social sciences.

Our strategic plan which runs to 2022 has five main objectives:

- To speak up for the humanities and social sciences;
- To invest in the very best researchers and research;
- To inform and enrich debate around society's greatest questions;
- To ensure sustained international engagement and collaboration; and
- To make the most of our assets to secure the Academy for the future.

Publications Office

The Communications and Engagement Department is responsible for raising the profile of the Academy among a wide range of audiences. The Department is organised into four small teams but is a collaborative and integrated team working closely together on all aspects of our work. The four teams are; Digital, Events, News and Stakeholder Engagement and Publications.

The Digital Team is responsible for delivering a range of digital channels, to ensure an excellent user experience and provide opportunities to showcase the Academy's work in an engaging and accessible way.

The Role

The successful applicant will commission and create audience-focused content for all Academy channels, working with world-leading academics to create engaging articles, video and podcasts that celebrate our subjects. The main responsibilities of the role include supporting the ongoing renewal of the British Academy's website, building new pages and reviewing and editing old ones. Excellent attention to detail and strong editorial skills are essential; experience of working with content management systems is desirable.

The Digital Assistant will also write, schedule and promote social media posts for the British Academy's channels, helping to engage a wider audience with our content, events and research programmes. The role requires working with multiple teams and stakeholders both within and outside the Academy, so the ideal candidate will be a confident communicator, comfortable with juggling competing priorities and organising a varied workload.

Job Description

Identification of job	
JOB TITLE:	Digital Assistant
LOCATION:	The British Academy, 10-11 Carlton House Terrace, SW1Y 5AH
REPORTS TO:	Digital Content Manager
STAFF SUPERVISED:	None
Purpose of the job	
OVERALL OBJECTIVE:	To support the Digital Team's everyday activities, including maintaining and updating the British Academy website, commissioning and editing content and running social media accounts, in addition to providing support on individual projects, campaigns and public-facing events
MAIN DUTIES:	<p>Digital content production</p> <ul style="list-style-type: none">• Commission and edit articles on a wide range of topics from British Academy Fellows, funded researchers and staff members.• Adhere to the British Academy style guide and maintain editorial standards across all digital content.• Propose and develop ideas for content, feeding into the planning process.• Support the production of British Academy podcasts by recording, transcribing and editing audio as needed.• Support the production of British Academy video content. <p>Social media</p> <ul style="list-style-type: none">• Write and schedule engaging, creative posts for the British Academy's social media channels, in accordance with Academy guidelines, as part of a rota.

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| | <ul style="list-style-type: none">• Keep an eye on trends in social media and feed ideas for development of these channels into the team.• Support the events team in promoting events through paid social posts on Facebook, tailoring targeted promotions for different events to different audience demographics.• Create regular reports using tools such as Facebook Insights, AgoraPulse reports and Google Analytics.• Manage our Google Ad Grant. |
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Website management

- Maintain standards of quality across the website, proactively identifying and resolving or escalating issues and suggesting improvements.
- Build pages for the British Academy website including funding opportunities, research programmes, prizes and medals and general information.
- Train and advise colleagues in using the website content management system, reviewing and approving updates made by colleagues across the Academy.
- Act as a first point of contact for colleagues with questions about the website, dealing with problems in a timely manner and escalating to senior staff when appropriate.

Person Specification

Candidates are advised to read the person specification carefully and to **only apply if they can demonstrate the required knowledge, skills and experience.**

POST:	Digital Assistant	
DIRECTORATE:	Communications	
Requirements	Essential	Desirable
Experience, knowledge & qualifications	<ul style="list-style-type: none"> Professional experience of writing and editing content for online audience. Professional experience of juggling competing priorities and organising a varied workload. Basic understanding of the principles of online user experience. Ability to work with multiple teams across an organisation. A strong interest in the subjects represented by the Academy. 	<ul style="list-style-type: none"> Professional experience commissioning and editing content for online audiences. Experience using content management systems (i.e. Drupal, Wagtail, Wordpress etc.). Experience working in the academic or cultural sector.
Skills	<ul style="list-style-type: none"> An exceptional work ethic and can-do attitude. Excellent attention to detail. Strong communication and organisational skills. Excellent editorial skills. Excellent IT skills. 	<ul style="list-style-type: none"> Familiarity with Facebook advertising and / or Google Ads. Familiarity with audio and / or video editing software.
Personal style and behaviours	<ul style="list-style-type: none"> Ability to analyse and solve problems, knowing when and how to escalate. Personal commitment to the values, vision and objective of the organisation. Demonstrates a commitment to equality and diversity. 	
Other requirements	<ul style="list-style-type: none"> Flexibility to work out of hours at events and occasionally at short notice, as required. 	

Terms and Conditions of Employment

Please note that these terms and conditions are for **information purposes only**.

Position

Digital Assistant

Location

10-11 Carlton House Terrace
London
SW1Y 5AH

Remuneration

Circa £22,000 per annum

Hours of work

9am to 5pm - Monday to Friday

Annual leave

34 days, plus bank holidays

Our benefits package includes:

- a subsidised canteen
- a defined benefit pension scheme
- interest-free season ticket loans
- a stunning Grade I-listed building
- enhanced employee policies
- flexible working and core hours policies
- annual pay and merit awards
- social activities

Key Dates

Closing date for completed applications *12pm, Monday 2 March 2020*

First stage task *Thursday 5 or Friday 6 March 2020*

Interviews to take place *Wednesday 18 or Thursday 19 March 2020*