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**Job Title:**  **Digital Communications Executive**

**Main Purpose of the job:** The Production Guild of Great Britain (PGGB) is looking for an exceptional Digital Communications Executive. A great all-rounder who is skilled in driving up engagement through social media and digital channels, keeping the website up to date, producing compelling digital content highlighting the work of PGGB, and managing relationships internally and externally.

You will have an eye for detail, experience in crafting engaging copy, and ensure PGGB’s digital spaces and channels deliver for our members, partners and stakeholders.

A passion for film and TV is a plus, as well as being a motivated self-starter able to cope with a diverse and varied workload.

**Reports to:**  Head of Marketing and Communications

**Normal Hours:** 9:30am-6pm, Monday – Friday with occasional weekend and evening work. Hybrid working; working from home Monday & Friday with office-based Tues-Thurs.

Postholder to be flexible to work outside of office hours, where required.

**Place of work:** PGGB’s offices are Warner Bros. Studios Leavesden Park, Hercules Way, Hertfordshire, WD25 7GS.

**Salary:**  **£34,000 per annum**

**Interviews:** Interviews will be conducted online via Zoom on Wednesday 20th November 2024

**Closing date for applications: 5pm, Friday 8th November 2024**

The Production Guild of Great Britain represents the professional interests of film and high-end television drama industry production practitioners. Our 1,000+ strong membership work at all levels in the production office, production accounts, location management, assistant directing, post production and VFX.

**Role Responsibilities**

**Promotion of PGGB activities**:

* + Work with Head of Marketing and Communications to develop branding and promotional plans which increase PGGB Member engagement
  + Market the services and resources we offer to our members, emphasising the value of membership to retain members and drive recruitment
  + Promote the work of the PGGB’s EDI, Nations and Regions and Sustainability Committees, including a monthly update on their work
  + Work to promote and drive recruitment for training schemes as required

**Social media engagement:**

* + Developing and executing strategies to increase interaction and grow PGGB’s audience across various platforms, paying attention to current digital trends
  + Run social media campaigns to increase awareness of and promote PGGB’s activities
  + Evaluate activity and provide regular reports for monitoring purposes

**Website management:**

* + Be responsible for building all website content, including new courses, events, profile pages, resources, member offers and case studies.
  + Ensure all web copy and web pages are up to date, accurate and on brand.
  + Sourcing and clearing relevant stills and moving image content for the site
  + Report on website analytics and adjust strategy accordingly

**Content creation and copywriting:**

* + Producing engaging digital content, including articles and digital assets, and crafting clear, persuasive web copy.
  + Build a weekly email newsletter, keeping up to date with key industry events and film & TV news content
  + Ensure consistency in style, content and design of PGGB’s overall digital presence
  + Edit video recordings of masterclasses and online sessions

**Additional:**

* + Manage a varied workload and prioritise tasks effectively.
  + Represent PGGB, as appropriate, at meetings and events when required
  + Champion diversity, inclusion and environmental sustainability.
  + Any other related duties as may be reasonably expected

**Experience and Personal Qualities**

**Essential:**

* Exceptional online content management skills, with proven experience of producing and presenting information for a wide range of audiences
* Strong IT skills, including technical management of website, e-bulletins, social media, and development of content driven customer journeys
* Experience of systems and software including Hootsuite (or similar), Mailchimp (or similar), Eventbrite, Microsoft 365 & CRM systems.
* Proven ability in creating, editing and proofing copy for the web and social media and devising new content to engage and grow audiences
* Excellent writing and communication skills, particularly for web
* Flexibility and a ‘can-do’ attitude
* Attention to detail and organisational skills
* Ability to prioritise and perform to a high standard under pressure and working to deadlines

**Desirable:**

* Experience of producing and reporting on website analytics
* Experience and interest in creative screen industries
* Experience using Adobe Creative Cloud programmes (eg Photoshop, Illustrator, InDesign)
* Experience working on campaigns, or as part of a busy film, advertising, media, digital marketing or communications environment