



**CHANCE  
GLASSWORKS  
HERITAGE  
TRUST**



**Job Title:** Social Media & Communications Coordinator

**Reporting to:** Chance Heritage Trust Director(s)

**Job purpose:** CHT is undertaking a 6-month feasibility project to help define the future of two heritage assets in the Galton Valley Conservation Area: the former Chance Brothers glassworks and former Soho Foundry and Mint. The Board is seeking a part time Social Media & Communications Coordinator to develop and oversee all aspects of our social media campaigns and external communications

## About The Chance Heritage Trust (CHT)

The CHT was formed with the intention of regenerating the Chance Glassworks, saving this nationally important 'At Risk' Scheduled Monument and a series of Grade II Listed Buildings in the heart of the Galton Valley Conservation Area.

Its remit has subsequently expanded to include the Grade II\*/Scheduled Soho Foundry and Mint site. These sites have deep-rooted community significance and the projects will develop vibrant mixed-use complexes including residential and business accommodation, meeting spaces and visitor attractions. It will return the heritage buildings to beneficial use, create local jobs, support small businesses and provide training for people in Smethwick and the surrounding area.

The sites will be developed in phases, determined by logistical issues of site access and available funding. The Project Manager will support the development of the project working with all relevant stakeholders, contractors, agencies and funders, undertake community and stakeholder engagement and help test the business plan assumptions and support the continued evolution of the Master Plan.

## Specific responsibilities

Reporting to the Chair of CHT and working closely with other Board members and the appointed Project Manger.

The post holder will:

- Develop and implement social media and marketing communications; instigate and support ongoing and future campaigns; engage by using storytelling, with the aid of our large archive and contacts
- Focus on engagement with our community, locally and worldwide
- Update the website and add content as necessary
- Produce short video content/photographic material for social media use
- Contribute creatively and constructively towards keeping our media activities in the public eye
- Work with the Trusts' webmaster and magazine editor in developing magazine content
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- Liaise with key stakeholders to ensure content is current, on-topic and informative
- Monitor and analyse success and making recommendations for improvement.
- Improve engagement with our audience and interest groups

## General responsibilities

- Monitoring and responding to posts on social media platforms and the website
- Sourcing, scheduling and editing relevant content that will appeal to the various audiences and stakeholders we engage with
- Prepare press releases; develop good relations with representatives in all media especially local press
- Support producing artwork for advertising job roles, tenders, and various announcements
- Responding to questions from members of the public who have made unsolicited approaches, or responded to a post or an online appeals (with support from the Directors)

## Person specification, knowledge, and experience

### Essential

- Excellent communication and interpersonal skills
- The ability to work effectively as part of a team and alone
- Persistence, enthusiasm, motivation and a proactive manner
- Organisational skills
- Experience using social media platforms including Facebook, LinkedIn, Google+, Twitter, YouTube, Instagram
- Knowledge of analytics software (such as Sprout Social, Social Report, Google Analytics, Facebook Insights and HubSpot) as well as paid advertising campaigns
- Ability to manage multiple priorities simultaneously
- Ability to build and maintain strong audience and team relationships
- Confident communicator and presenter at all levels
- Excellent interpersonal skills, both written and oral

### Desirable but not essential

- Knowledge of the local area, particularly Sandwell
- Willingness to learn enough about the history and importance of the two sites and their related industries, in order to engage on the subject with some confidence. High-level expertise is available within the Trust.
- Skilled with editing software, Adobe Packages, Photoshop etc
- Search Engine optimisation capability
- Website design capability



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## Additional Information

- \*Remuneration:** Pro rata of £22,000 per annum, depending on experience.
- Location:** Home based and with some travel required.
- Hours:** 20 hours per week. Flexibility will be required to accommodate fluctuating work demands.
- Contract duration:** Funding is currently only available to offer this position for 6 months. A Self-employed basis would be acceptable
- Paid Leave:** \*28 Days per annum pro rata  
Note: paid leave not applicable if self-employed
- Pension:** Group stakeholder pension scheme  
Note: paid leave not applicable if self-employed

**\*Note: this post would be suitable for someone who is self-employed. Monthly contract rate:**

The closing date for applications is **14<sup>th</sup> January**

Candidates who are being invited for interview will be notified by **w/c 17<sup>th</sup> January**.

Interviews for the position will take place via Zoom or Teams on **20<sup>th</sup> January**.

**For further information: Contact Mark Davies email: [mark.davies@chanceht.org](mailto:mark.davies@chanceht.org)**

Website: [www.chanceht.org](http://www.chanceht.org)