



THE QUILTERS' GUILD OF THE BRITISH ISLES DIGITAL OFFICER ROLE DESCRIPTION

Responsible to: Lead Trustee for Communications

Liaise with: CEO, Brand Manager, National Officers, Quilter Editor, Curator, Regions, Specialist Groups, Young Quilter Project Leader and the Quilt Judging and Collection Committees.

Main Purpose of the Role:

To actively promote the QGBI using new and existing media channels to develop a cohesive, forward looking and inclusive public face of the Guild, expanding its reach and profile. Using digital and new media resources to continue to strengthen the sense of QGBI community to engage new members and increase value perceptions of membership amongst existing members.

Duties

Marketing Communications:

- utilise Guild brand guidelines, including logo and branding usage and fulfil legal requirements in communications.
- generate and maintain a Marketing Calendar to inform media strategy and objectives and provide common themes and narratives to be used across media channels for a consistent professional public face.
- liaise with stakeholders listed above to capture news and information and disseminate it in a structured strategic way that engages, educates and entertains to share their love of quilting.
- in conjunction with CE, Lead Trustee for Communications and Brand Manager develop and agree an annual media strategy, objectives and Media plan incorporating known events and activities and approaches to third parties.
- co-ordinate news 'posts' across various platforms to include Facebook, Instagram, Newsletters (fed into the Brand Manager and Guild Newsletter Editor to create), and continue to populate our blog and additional media.
- develop news stories to be submitted for use in Guild media as well as PR releases to commercial media magazines.
- establish and implement a rigorous ROI tracking strategy to help us to plan the most efficient usage of new media going forward. Apply best practice to SEO policy to maximise the footprint of the Guild in the digital quilting world.

- embed data capture and digital sharing into events planning to maximise our database for ongoing communications.

Heritage and Education:

- seek out and facilitate digital technologies that help and assist the sharing and spread of Heritage and Education information with members, potential new members and the general public.
- explore the potential for digital opportunities for mutual cooperation between other Arts organisations, museums and educational establishments with a view to increasing the profile of the Guild outside of its traditional quilting audience.