



CBA Yorkshire Job Description  
**DIGITAL COMMUNICATIONS OFFICER**

**OVERALL PURPOSE OF POST**

The overall purpose of this post is to manage, integrate and evolve CBA Yorkshire's Website and Social Media presence (Facebook and Twitter). CBA Yorkshire's role includes the relaying of topical news, events, fieldwork, research and engagement opportunities to its subscribers and followers within and beyond the County. The post-holder will be at the centre of the Groups' visibility to the outside world and its ability to keep pace with web-based communication trends, opportunities to promote heritage advocacy, as well as accessibility across diverse communities—archaeology for all.

**MAIN ROLES AND RESPONSIBILITIES**

- 1) Work with the Committee to align web and social media content with programmes, events, news and calls-to-action related to the aims of the CBA Yorkshire Group and Affiliate Member Organisations.
- 2) Regularly monitor social media channels for news and events related to Yorkshire heritage and archaeology in order to relay information and opportunities to the Group's followers on each channel.
- 3) Refresh and develop CBA Yorkshire's website and related content, including branding, archived document management and social media integration, to provide an attractive, engaging, easy-to-maintain platform for the Group's members and followers.
- 4) Compile, design and deliver a newsletter to members at regular intervals - ideally monthly - containing news from the group and other news stories related to archaeology and the wider heritage from across the region.

**PERSONAL REQUIREMENTS**

- 1) Familiarity with Yorkshire heritage and archaeology, and with the spectrum of practitioners, service providers and related structures across the County.
- 2) Experience with Website management (e.g. Google, WordPress), Social Media (Facebook and Twitter) and curation/integration applications (e.g. Tweetdeck). A stable laptop or desktop computer with up-to-date Security software, and broadband Internet connection, are essential. Access to a mobile 'smart' device is useful but not essential. Familiarity with related cloud applications such as Dropbox, Eventbrite, SurveyMonkey and MailChimp is useful but not essential.
- 3) Eye for detail, editorial discretion, and ability to communicate effectively—both verbally and in writing—in a professional, friendly and tactful manner.

**PERSONAL DEVELOPMENT**

This exciting post will give you experience of:

- 1) Building relationships with the many and varied archaeological and heritage practitioners across Yorkshire, including best-practice sharing with other CBA regional groups and organisations.
- 2) Developing strong written, verbal and organisational skills, and familiarity with current online/electronic practices.
- 3) Stimulating interest and participation in Yorkshire's heritage and archaeology, driving advocacy for heritage and services at risk, supporting local engagement in decision-making, and extending awareness of contemporary issues, opportunities, research and discoveries.