

JOB DESCRIPTION	HEAD OF DIGITAL
LOCATION	FLEXIBLE: HOME OR OFFICE IN BRISTOL
RESPONSIBLE TO	DIRECTOR OF COMMUNICATIONS AND ENGAGEMENT
RESPONSIBLE FOR	DIGITAL CONTENT MANAGER
HOURS	FULL TIME, FLEXIBLE HOURS CONSIDERED.

Job purpose

This is a fantastic opportunity for a digital leader with a strategic approach to join the UK charity Together for Short Lives and help them achieve their bold ambition to reach every family caring for a seriously ill child in the UK.

There are 99,000 families caring for seriously ill children and the number is growing. Too many of these families are isolated and alone as they do not know where to go to for support. Prevalence of life-limiting conditions is highest in the under ones, in areas of higher deprivation and in Black and minority ethnic communities. Together for Short Lives needs to invest in innovative strategies and technical solutions to help reach these families and make sure they get the help they need.

Together for Short Lives has recently invested a digital review and we are now looking for a digital leader to deliver change across the charity. Having a robust cross-functional digital strategy is fundamental to Together for Short Lives' mission. The charity has a substantial designated fund set aside for digital transformation (to include training, resource and technical partners).

Head of Digital will play a critical role in digital transformation, developing digital infrastructure and developing digital approaches and technical solutions to support our organisational strategy, specifically to:

- Elevate and grow brand awareness
- Transform access and reach to beneficiaries, enabling them to find the right information and experience fulfilling user journeys
- Improve accessibility across all digital platforms
- Grow and engage supporters, developing strategies to support the roll out of an emergent individual giving programme, and developing an excellent user experience.

You'll be an experienced and self-motivated leader with a real hunger for digital innovation and transformation and be passionate about creating a digital culture. The Head of Digital will develop and deliver digital infrastructure and digital transformation, drive key decisions and identify gaps that can be filled to meet organisational ambition and demand. Head of Digital will develop and lead a cross-functional digital steering group to inform digital strategy and delivery.

Duties and responsibilities

The role requires someone with excellent communication skills, stakeholder management experience, leadership skills and experience of digital transformation or the successful implementation of significant digital change within an organisation.

Digital leadership and strategy

- Develop the Digital Strategy and an implementation plan that will support our business plans and priorities over the next three years. This will include setting digital budget and making recommendations for digital investment internally and commissioning consultants and agencies as required.
- Lead and promote digital transformation and a digital culture across the organisation, identifying and equipping the team with the skills and systems to maximise digital engagement with audiences and growing our digital fundraising capacity.
- Develop strategies to transform access and reach to beneficiaries, enabling beneficiaries to find the right information and experience fulfilling user journeys.
- Identify opportunities to improve digital processes and infrastructure and develop recommendations for transforming the charity's digital systems.
- Line manage and coach the Digital Content Manager and all external digital suppliers to deliver on digital development projects, such as hosting and maintenance, website development, PPC advertising, digital marketing and digital support across the business.
- Manage the digital budget and prepare regular management reports on progress.
- Keep up-to-date with current digital trends, emerging tech and best practice tactics to impart knowledge as an in-house digital expert of successful digital campaigns – ensuring our Digital strategy is future-proofed.
- Advise on innovative digital approaches to deliver on communications, user experience and engagement and fundraising goals
- Be accountable for GDPR and digital compliance and governance requirements.

Digital Steering Group (DSG)

- Establishing and leading the development of the DSG as a cross-functional project team to inform digital strategy and delivery.
- Manage agendas, reports and actions for the DSG
- Lead on the development of the digital strategy
- Make recommendations for digital change and additional investment.

Brand and digital channels

- Work with the Head of Brand & PR to ensure brand integration across all media, to keep the brand fresh and ensure guidelines are followed and perform across digital channels.

- Develop strategies to ensure Together for Short Lives has a strong brand presence across all digital channels, touchpoints and campaigns and ensure everything we do is a great reflection of our brand.
- Ensure the brand and brand assets are accessible across digital platforms.

Supporting and advising the Digital Content Manager to:

- Manage the development of the charity's website, digital forums and email marketing platform.
- Lead audits of our website and user experience to ensure we are meeting the needs of our audiences, including families, professional, policy makers, supporters and the general public.
- Plan and implement strategic SEO campaigns to ensure continued website growth in traffic and visibility in organic search.
- Improve accessibility across all digital channels and content.
- Develop our social media strategy, the content plan and the day to day running of Together for Short Lives' social media channels

Advising the strategic development of digital advertising and campaigns

- Advising and supporting the development of digital campaigns and new strategies to boost fundraising and awareness in partnerships with teams.
- Oversee the management (whether in-house or via digital partner agency) our paid digital advertising across Google, PPC and social media channels
- Guide and advice on email campaigns, including overseeing a content and brand strategy for e-communications for all audiences including families, professionals and donors.
- Advise and oversee the development of appropriate supporter journeys and user experience for existing supporters and prospects on our website

Analysis and reporting

- Support the digital manager to effectively monitor campaign and activity performance and use the findings to make recommendations to improve future campaigns and user journeys.
- Using analytics tools, prepare monthly and quarterly reports that present the data in a digestible way, analyse how we have met our KPIs and make recommendations on how to optimise our digital presence.

General responsibilities

- Attend events and activities throughout the UK on behalf of Together for Short Lives, as and when required
- To travel to meetings across the UK and visit children's hospices across the UK
- On occasion, you will need to work outside of normal working hours due to travel requirements, to resource social media platforms or to attend meetings and / or events
- Adopt a positive approach to personal and professional development of self and others, engaging in regular one to one meetings with team members and colleagues and encouraging a continuous feedback culture
- To be aware of, and act on, relevant health and safety responsibilities as an employee of Together for Short Lives, and adhere to these wherever you are working
- To work effectively with volunteers, giving support and guidance as required.
- To carry out any other duties as are within the scope, spirit and purpose of the post as requested by your director
- To work and behave in a way that reflects and supports Together for Short Lives' Values

The right person for us

<p>QUALITIES QUALIFICATIONS</p>	<p>ESSENTIAL</p> <p>Training in Digital Marketing A demonstrable commitment to continuous professional development, particularly in the Digital field and as a manager of people.</p>	<p>DESIRABLE</p> <p>Qualification in Digital Marketing or other relevant qualification</p>
<p>EXPERIENCE</p>	<p>Demonstrable experience of leading digital transformation or the successful implementation of major digital change within an organisation.</p> <p>Proven experience of managing digital accounts and using digital platforms to implement campaigns, including website development and content management.</p> <p>Experience in managing and developing a digital team</p> <p>Understanding of strategies to build and engage members and stakeholders</p> <p>Understanding of the links between digital and fundraising to increase conversions</p> <p>Experience of marketing across a range of channels including web and social media, PR and media relations and campaigns</p> <p>Proven experience of managing digital accounts and using digital platforms to implement campaigns, including website development and content management.</p> <p>Solid knowledge of analytics tools to determine, measure and report on KPIs.</p> <p>Designing and implementing integrated communications campaigns.</p> <p>Experience in implementing SEO and PPC.</p> <p>Experience of delivering e-communications using platforms such as Mail Chimp or Campaign Monitor.</p>	<p>Experience gained in the charity / voluntary sector</p> <p>Presenting plans and ideas to Boards</p>

<p>KNOWLEDGE AND UNDERSTANDING</p>	<p>Using website CMS, CRM systems, Google analytics, social media tools and MS Office software (including Excel, PowerPoint and Word).</p> <p>Knowledge of membership/stakeholder/supporter engagement techniques and tactics.</p> <p>Knowledge of data capture management and principles of GDPR requirements alongside other digital compliance laws.</p> <p>A good understanding and experience of a range of digital tools, which might include:</p> <ul style="list-style-type: none"> ○ Adobe creative suite ○ Adobe Rush ○ WordPress ○ Social media analysis tools ○ Google and Facebook Ad Management Tools 	
<p>SKILLS AND ABILITIES</p>	<p>Strong leadership & people management skills</p> <p>Excellent relationship and stakeholder management</p> <p>Strong project management skills</p> <p>Excellent written and verbal communication skills and the ability to adapt communication style for a range of audiences</p> <p>Very good analytical skills and digital-driven thinking</p> <p>Very good editorial and proofing skills</p> <p>Ability to work constructively in partnership with other groups and organisations and people at all levels</p>	<p>Formal project management training</p>
<p>PERSONAL QUALITIES</p>	<p>Enthusiastic about digital and making a difference</p> <p>Good team player, resourceful and willing to get stuck in</p> <p>Proactive and energetic approach to work</p> <p>Curious and interested in testing different approaches.</p> <p>Committed to the vision, mission and values of the charity.</p>	<p>Empathy with the children's palliative care sector</p>