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**JOB DESCRIPTION** **DIGITAL COMMUNICATIONS MANAGER**

**LOCATION** **REMOTELY OR AT OUR BRISTOL OFFICE DEPENDING ON TASKS AND PERSONAL WORK PREFERENCES. MONTHLY TEAM MEETINGS AND 1:1 MEETINGS ARE AT THE OFFICE.**

**RESPONSIBLE TO** **HEAD OF EXTERNAL AFFAIRS**

**HOURS 35 HOURS A WEEK – FLEXIBLE HOURS AND JOB SHARE CONSIDERED**

**Job purpose**

Together for Short Lives is here to make sure the UK’s 99,000 seriously ill children and their families can make the most of every moment they have together, whether that’s for years, months or only hours.

Our Digital Communications Manager is integral to our work to make sure that every seriously ill child and their family gets high quality children’s palliative and end of life care, when and where they need it. They play a key role as, together, we provide direct support to children and families, unite services and professionals and campaign to change the system.

The post-holder has:

* excellent leadership and communication skills
* experience of managing stakeholders, budgets and risks
* experience of successfully implementing improvements to digital communications channels
* a deep understanding of how different social media channels operate, which audiences they reach, and how they can be used most effectively
* a track record of communicating successfully across a range of digital channels – and supporting and empowering others to do so.

Key elements of the role include the following:

* managing a programme to audit, develop and refresh our digital communications channels so that they meet the needs of our audiences with the best possible user experience and accessibility
* working closely with stakeholders in managing this programme, overseeing budgets, issues and risks; internally, this includes chairing our cross-organisational Digital Communications Operations Group; externally, this includes managing our relationships with the agencies that provide our platforms
* conducting user needs and user acceptance testing for new developments to our digital communications channels, including our website
* managing our internal process for planning our day-to-day digital communications, making sure we schedule and publish a balanced and compelling array of content across our channels
* being our in-house expert on digital communications, working with and advising colleagues to create content across our platforms – including our website, social media channels and our email communications with members and supporters.

**Main responsibilities**

The post holder will be expected to do the following:

* Develop strategies to transform access and reach to the people who use our services, enabling them to find the information they need with the best user journey possible.
* Lead audits of our website and user experience to ensure we are meeting the needs of our audiences, including families, professionals, policymakers, supporters and the general public.
* Identify opportunities to improve digital processes and infrastructure and develop recommendations for transforming the charity’s digital systems.
* 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.
* Develop strategies to ensure that our digital channels, touchpoints and campaigns are a great reflection of our brand.
* Manage the development of the charity’s website, digital forums and email marketing platform.
* Support and enable colleagues across Together for Short Lives to communicate through our digital platforms and channels, including providing them with training and support to refresh and create new content on our website – and helping them to communicate through their social media channels in ways that are consistent with our policies.
* Guide and advice on email campaigns, including overseeing a content strategy for e-communications for all audiences including families, professionals and donors that is consistent with and builds awareness of our brand.
* Plan and implement strategic SEO campaigns to ensure continued website growth in traffic and visibility in organic search.
* 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) of our paid digital advertising across Google, pay-per-click (PPC) and, working with our Communications and Marketing Managers, our social media channels.
* Chair our cross-organisational Digital Communications Operations Group, which includes arranging meetings, drafting agendas and managing agreed actions; this group meets quarterly and is an opportunity for staff across the organisation to discuss, prioritise and plan work to develop our digital communications platforms.
* Chair our internal weekly meeting to plan our day-to-day digital communications – and be part of our daily team catch-ups each morning to review the news and policy agenda and discuss if and how we react to new developments.
* 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

The post holder will be expected to do the following:

* Attend events and activities throughout the UK on behalf of Together for Short Lives, as and when required.
* 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 respond to communications crises on our digital platforms and channels, manage our social media platforms when we achieve out of hours media coverage – and to travel to and/or attend meetings and 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 line manager.
* To work and behave in a way that reflects and supports Together for Short Lives’ Values.

## The right person for us

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| **QUALITIES** | **ESSENTIAL** | **DESIRABLE** |
| **QUALIFICATIONS** | Training in digital marketing.  A demonstrable commitment to continuous professional development, particularly in the digital field and as a manager of people. | Qualification in digital marketing or other relevant qualification. |
| **EXPERIENCE** | Demonstrable experience of leading digital transformation or the successful implementation of digital change within an organisation.  Proven experience of managing digital accounts and using digital platforms to implement campaigns, including website development and content management.  Experience of assessing user needs and conducting user acceptance testing during the development of new digital products and the refresh of existing platforms.  Understanding of strategies to build and engage members and stakeholders.  Understanding of the links between digital and fundraising to increase conversions.  Experience of marketing across a range of channels including web and social media, PR and media relations and campaigns.  Proven experience of managing digital accounts and using digital platforms to implement campaigns, including website development and content management.  Solid knowledge of analytics tools to determine, measure and report on KPIs.  Designing and implementing integrated communications campaigns.  Experience in implementing SEO and PPC.  Experience of delivering e-communications using platforms such as Mail Chimp or Campaign Monitor. | Experience gained in the charity / voluntary sector.  Presenting plans and ideas to senior colleagues and boards of trustees. |
| **KNOWLEDGE AND UNDERSTANDING** | Using website CMS, CRM systems, Google analytics, social media tools and MS Office software (including Excel, PowerPoint and Word).  Knowledge of membership/stakeholder/supporter engagement techniques and tactics.  Knowledge of data capture management and principles of GDPR requirements alongside other digital compliance laws.  A good understanding and experience of a range of digital tools, which might include:   * + Adobe creative suite   + Adobe Rush   + WordPress   + Social media analysis tools   + Google and Facebook Ad Management Tools. |  |
| **SKILLS AND ABILITIES** | Excellent relationship and stakeholder management.  Strong project management skills.  Excellent written and verbal communication skills and the ability to adapt communication style for a range of audiences.  Very good analytical skills and digital-driven thinking.  Very good editorial and proofing skills.  Ability to work constructively in partnership with other groups and organisations and people at all levels. | Formal project management training |
| **PERSONAL QUALITIES** | Enthusiastic about digital and making a difference.  Good team player, resourceful and willing to get stuck in.  Proactive and energetic approach to work.  Curious and interested in testing different approaches.  Committed to the vision, mission and values of the charity. | Empathy with the children’s palliative care sector |