



## Job Description

<b>Job Title</b>	Digital Communications Manager
<b>Location</b>	Hybrid, (two to four days per month) in our Bristol office
<b>Hours per week</b>	35 - flexible hours and job share considered
<b>Reporting to</b>	Head of External Affairs and Membership

### Together for Short Lives

The UK charity supporting seriously ill children and their families to get the care they need, especially at the end of life. To do this we provide information and support to families of seriously ill children. We work with children's hospices to ensure they have funding to deliver lifesaving care. We also speak up to government leaders and decision-makers to help make sure families have access to the best support when they need it.

### Purpose of role

Our Digital Communications Manager plays a vital role in ensuring that every seriously ill child and their family can access high-quality palliative life care when and where they need it. They lead audits, refresh and develop our digital channels, and test user needs to deliver accessible, engaging experiences for our audiences: families, professionals, services, supporters, politicians and policymakers.

They chair our Digital Communications Operations Group, manage budgets, risks, and agency relationships, and plan and schedule compelling content across platforms. They advise colleagues, create content for our website, social media, and email, and empower teams to communicate effectively. They apply expertise in social media strategy, stakeholder management, and digital best practice to continuously improve our communications.

### Key Responsibilities

#### Area 1: Digital Management

- Support the development and refresh of our range of digital products and platforms so they meet audience needs and are optimised for usability, user experience, and accessibility.

- Lead audits of our website and user experience to ensure we meet the needs of families, professionals, policymakers, supporters, and the general public.
- Use project management tools and techniques to implement a digital programme plan and work with agencies providing our platforms and services to ensure effective delivery.
- Keep up-to-date with digital trends, emerging tech, and best practice tactics to share knowledge as an in-house digital expert and future-proof our digital strategy.
- Oversee the management of paid digital advertising across Google, PPC, and—working with Communications and Marketing Managers—our social media channels.
- Complete content auditing and updates across multiple platforms.
- Conduct user needs and user acceptance testing for new digital products and refreshed platforms.
- Manage the development of the charity's website, digital forums, and email marketing platform.
- Support and enable colleagues to communicate through digital platforms and channels, providing training and guidance to refresh and create content on our website and social media in line with policy.
- Guide and advise on email campaigns, overseeing a content strategy for e-communications for families, professionals, and donors that builds brand awareness.
- Plan and implement strategic SEO campaigns to ensure continued website growth in traffic and visibility in organic search.
- Monitor campaign and activity performance and use insights to recommend improvements for future campaigns and user journeys.
- Supporting the development and refresh of our range of digital products and platforms so that they meet the needs of our audiences – and are optimised for usability, user experience and accessibility.
- Support the data protection and security agenda for Together for Short Lives, being the lead for the External Affairs and Membership department.

## **Area 2: Strategies and Reporting**

- 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.
- Advising and supporting the development of digital campaigns and new strategies to boost fundraising and awareness in partnerships with teams.

- Providing support with managing and monitoring progress towards achieving project tasks milestones and deliverables – and communicating progress, issues and risks to stakeholders.
- 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.
- 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.
- Develop strategies to ensure that our digital channels, touchpoints and campaigns are a great reflection of our brand.

### **Area 3: General Responsibilities**

- 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.

### **Person Specification**

<b>Qualities</b>	<b>Essential</b>	<b>Desirable</b>
Qualifications	<ul style="list-style-type: none"> <li>• Training in digital marketing.</li> <li>• A demonstrable commitment to continuous professional</li> </ul>	<ul style="list-style-type: none"> <li>• Qualification in digital marketing or other relevant qualification.</li> </ul>

	<p>development, particularly in the digital field and as a manager of people.</p>	
Experience	<ul style="list-style-type: none"> <li>• Demonstrable experience of leading digital transformation or the successful implementation of digital change within an organisation.</li> <li>• Proven experience of managing digital accounts and using digital platforms to implement campaigns, including website development and content management.</li> <li>• Experience of assessing user needs and conducting user acceptance testing during the development of new digital products and the refresh of existing platforms.</li> <li>• Understanding of strategies to build and engage members and stakeholders.</li> <li>• Understanding of the links between digital and fundraising to increase conversions.</li> <li>• Experience of marketing across a range of channels including web and social media, PR and media relations and campaigns.</li> <li>• Proven experience of managing digital accounts and using digital platforms to implement campaigns, including website development and content management.</li> <li>• Solid knowledge of analytics tools to determine, measure and report on KPIs.</li> </ul>	<ul style="list-style-type: none"> <li>• Experience gained in the charity / voluntary sector.</li> <li>• Presenting plans and ideas to senior colleagues and boards of trustees.</li> </ul>

	<ul style="list-style-type: none"> <li>• Designing and implementing integrated communications campaigns.</li> <li>• Experience in implementing SEO and PPC.</li> <li>• Experience of delivering e-communications using platforms such as Mail Chimp or Campaign Monitor.</li> <li>• Experience of organising and coordinating events and conferences.</li> <li>• Experience of managing communications projects within defined timescales, budgets and targets.</li> <li>• Experience of writing, editing and proofing documents and publications; with an ethos of 'right first time, every time'.</li> <li>• Experience of working with a range of internal and external stakeholders.</li> <li>• Experience of working with case studies and service users.</li> <li>• Line management experience.</li> </ul>	
Knowledge & Understanding	<ul style="list-style-type: none"> <li>• Using website CMS, CRM systems, Google analytics, social media tools and MS Office software (including Excel, PowerPoint and Word).</li> <li>• Knowledge of membership/stakeholder/supporter engagement techniques and tactics.</li> <li>• Knowledge of data capture management and principles of GDPR requirements alongside other digital compliance laws.</li> </ul>	

	<ul style="list-style-type: none"> <li>• A good understanding and experience of a range of digital tools, which might include: <ul style="list-style-type: none"> <li>◦ Adobe creative suite</li> <li>◦ Adobe Rush</li> <li>◦ WordPress</li> <li>◦ Social media analysis tools</li> <li>◦ Google and Facebook Ad Management Tools.</li> </ul> </li> </ul>	
Skills & Abilities	<ul style="list-style-type: none"> <li>• Excellent relationship and stakeholder management.</li> <li>• Strong project management skills.</li> <li>• Excellent written and verbal communication skills and the ability to adapt communication style for a range of audiences.</li> <li>• Very good analytical skills and digital-driven thinking.</li> <li>• Very good editorial and proofing skills.</li> <li>• Ability to work constructively in partnership with other groups and organisations and people at all levels.</li> </ul>	<ul style="list-style-type: none"> <li>• Formal project management training.</li> </ul>
Personal Qualities	<ul style="list-style-type: none"> <li>• Enthusiastic about digital and making a difference.</li> <li>• Good team player, resourceful and willing to get stuck in.</li> <li>• Proactive and energetic approach to work.</li> <li>• Curious and interested in testing different approaches.</li> <li>• Committed to the vision, mission and values of the charity.</li> </ul>	<ul style="list-style-type: none"> <li>• Empathy with the children's palliative care sector.</li> </ul>