![RCoA - Royal College of Anaesthetists logo]

Digital Manager

Directorate:	Communications and External Affairs
Reports to:	Head of Communications
No. of Direct Reports:	0
Grade:	4

1.1 Job purpose

The Digital Manager will enhance usability, design and content of our digital communications and digital communication channels, focusing on improving the user experience and enhancing audience engagement. You will lead the management and on-going development of the College's websites, working closely with all teams across the College and be expected to research and evaluate all key work. Working closely with the Head of Communications to you will devise and deliver the strategic approach for the College's social media channels and digital communications, maximising their impact and efficacy.

This role will also be responsible for ensuring that the on-going development of the College website addresses the needs of our various audiences, maintains a strong user experience and respects the frameworks and guidelines that underpin the strategy for the website.

The role holder will work with senior College management and external partners to manage the operational element of the move towards online publications of some of the College's journals and magazines.

1.2 Key tasks and responsibilities

General
- Develop detailed online KPI dashboards accessible by staff teams across the College
- Implement, communicate and report against a robust set of digital KPIs, demonstrating how goals will be achieved now and beyond
- Interpret data using digital analytics tools to effectively measure audience impact and engagement
- Report on performance and key trends using the results to deliver improvements across all digital KPIs
- Develop and communicate to staff the culture of devolved ownership, responsibility, innovation, creativity and the importance of adhering to brand and content guidelines across our websites, social media channels and digital publications. Monitoring adherence to established guidelines and implementing re-training where necessary
- Develop innovative plans to maximise audience engagement with our digital channels – all within relevant staff capacity
- Work with teams across the College to deliver digital communications outputs to meet specific targets. Ensure these are delivered to acceptable standards on time, to budget and meet the required objective specifications
- Work with teams across the College to develop, communicate, implement and maintain sustainable digital communications processes that consolidate the new ways of working into operational practice

- Work with stakeholders across the College to ensure effective digital promotion of the College's events, membership, education and training offerings, and effective engagement of the public and other non-medical website users
- Develop a roadmap for the ongoing development of the College's website, social media channels, podcasting and blogging opportunities and digital publications
- Work with stakeholders across the College to ensure the different departments' requirements are represented and that the College's digital communications channels are developed in a way to deliver optimum value for the College
- Manage the relationships between our website and the relevant external partners and applications
- Be responsible for working closely with internal and external teams to ensure the different web applications are working effectively and, where needed, proactively resolve issues when they arise
- Undertake any other duties related to the job purpose and which may be necessary in the College's work

Website
- Work closely with and effectively manage relationships with contracted external web development agencies in the on-going development of the College's various web platforms
- Manage internal capability and external partners to implement the website roadmap
- Manage the contract deliverables and relationships with all relevant external web partners and applications
- Ensure website user journeys for various audience groups support their respective requirements and allow them to meet their objectives
    - Research and design user journeys in conjunction with staff who use the site as a recruitment and promotions tool, to maximise sign ups and conversions
- Develop and maintain a backlog of user requirements and work with staff to agree priorities
- Work with website product owners of other College systems and content authors across the College providing coaching and guidance to ensure that:
    - Ongoing content development respects the websites' content model, information architecture and taxonomy
    - All content adheres to the agreed look and feel, written style, tone of voice and target readership age, where required
    - All content complies with agreed accessibility and SEO standards
- Develop a suite of analytical reports / dashboards that allow College staff to measure KPIs for the purpose of improving visitor and user engagement
- Support content authors in the use of the CMS
- Develop a training and development plan for College staff in the on-going effective use of the College website and website analytics tools. Be responsible for scheduling and delivering training to new staff and providing refresher training to web champions and editors to ensure existing brand and web guidelines are followed

Social Media
- Responsible for working as part of a team to develop and deliver the strategic approach for the College's social media channels. Support and advise the Communications Officer to:
    - Deliver the College's social media plan
    - Guide the Communications Officer in the delivery of innovative and original content across College social media channels
    - Research and implement opportunities to increase social media engagement
    - Report against the effectiveness of our social media activities
- Support the Communications Team staff with training in basic social media skills to enable effective promotion through social media channels of media coverage obtained

1.3 Qualifications, skills, knowledge and experience

- Experience of managing a range of digital communication channels
- Significant demonstrable digital management experience with responsibility for an organisation's website
- Excellent understanding of user experience and experience mapping and designing customer user journeys
- Excellent understanding of the principles of information architecture
- Confidence to provide technical coaching and training
- Experience in the advanced use of Drupal 8 or other content management systems
- In depth experience of Google Analytics, Jira, Siteimprove, SharePoint, Acquia, MailChimp and SurveyMonkey
- Background understanding of web technologies (HTML, CSS, javascript, SEO, etc.)
- Good understanding of the principles of accessibility up to WGAG AA
- Demonstrable stakeholder/project management skills and a good understanding of Agile product management methodologies
- Experience of supplier agency management
- Experience as a digital product owner would be an advantage
- Up-to-date with the latest trends and best practices in online marketing & evaluation of new technologies
- Experience of developing and managing the production of online publications
- Experience of using social media in a professional setting
- Experience of working strategically across a range of social media channels and working with staff to maintain these channels and provide engaging content

1.4 Core Competencies

These competencies will help you understand and deliver the high performance required for this role at the College. These performance standards and behaviours will be assessed during the interview process and developed through the appraisal process.

VALUE:	EXPERT
COMPETENCY:	Empathy with the College and its business
DESCRIPTION:	Understands the fundamentals of what the College does, its mission, vision, values and culture. Uses this information to grow and develop the College and its people

Support & Delivery
• Applies knowledge of business to day-to-day activities
• Understands team function and how it fits in overall College
• Develops a team spirit
• Applies a "can do" approach
• Understands impact of own role on wider College functions (and vice versa)
Management
• Applies their professional expertise to the College
• Thinks commercially
• Acts as a College ambassador
• Delegates fully and effectively
• Develops, motivates and engages teams and individuals
• Plans resources effectively
• Leads by example
Strategic Leadership
• Champions key direction and strategy
• Encourages and demonstrates entrepreneurialism and cross-College working
• Encourages a high-performance culture
• Understands impact of external changes on the College

VALUE: INCLUSIVE
COMPETENCY: Collaboration and Communication
DESCRIPTION: Works collaboratively and co-operatively with colleagues to get the job done and responds positively to change. Communicates widely and effectively. Appreciates diversity and equal opportunities for all.

Support & Delivery
• Is a team player, open to others' views
• Adapts communication style to situation
• Keeps others informed and updated
• Willing to give and receive feedback
• Listens and responds effectively
• Values different perspectives

Management
• Communicates effectively and openly, ensuring key messages are cascaded and everyone's views are heard
• Works with peers to influence effectively and consistently
• Deals with conflict between individuals and teams
• Works with partners to enhance the reputation of the College
• Ensures transparency and credibility
• Networks appropriately
• Ensures and enables an inclusive culture

Strategic Leadership
• Articulates a shared vision
• Presents in an engaging manner
• Ensures conflict and risk is mitigated
• Champions diversity and values

VALUE: POSITIVE
COMPETENCY: Customer Focus
DESCRIPTION: Builds relationships with customers by understanding, anticipating and responding to their needs. Takes responsibility to complete work in order to exceed expectations.

Support & Delivery
• Answers phones in a timely way
• Understands customer needs, stresses and pressures
• Understands impact of own actions
• Manages own time
• Meets and exceeds targets
• Does what they say they'll do
• Makes recommendations for improvements

Management
• Future-proofs
• Builds relationships
• Equips others to deal with customers
• Sets targets, ensuring they are met
• Ensures customer is aware of relevant College services and products
• Uses knowledge and expertise to ensure customer satisfaction
• Plans for the future to improve services

Strategic Leadership
• Knows competitors
• Addresses external conflict

• Focusses on the long-term
• Is aware of changes and impact on others
• Overcomes barriers to improvement
• Manages risk

VALUE: FORWARD-THINKING
COMPETENCY: Conceptual Flexibility
DESCRIPTION: Takes the initiative and thinks flexibly and innovatively in order to propose solutions and deal with ambiguity. Builds trust and credibility through self-awareness.

Support & Delivery
• Acknowledges success and failure and learns from them
• Works on own initiative and finds better ways of doing things
• Acknowledges problems and suggests solutions
• Remains open-minded
• Adjusts to changing needs
• Is aware of self and others
• Contributes and adds value to operational plans
Management
• Encourages others to find solutions
• Creates an open forum for innovation
• Implements operational plans and manages risks
• Realises when things are going wrong and fixes them
• Maintains personal credibility
Strategic Leadership
• Approaches issues with fluidity and flexibility
• Makes improvements at a corporate level
• Implements solutions at a strategic level
• Welcomes innovation from colleagues and empowers them
• Challenges the status quo

VALUE: AMBITIOUS
COMPETENCY: Shared Vision
DESCRIPTION: Acts quickly and decisively, seizing opportunities and adding value.

Support & Delivery
• Sets personal objectives which meet operational and strategic plans
• Adapts to changing priorities
• Analyses problems and resolves them
• Understands the impact of operational plans on own role
• Deals with colleagues fairly and consistently
• Keeps focused in the light of changing priorities
• Sets high personal standards
Management
• Puts operational plans into action
• Isn't afraid to make decisions
• Ensures right people, right time, right place
• Identifies new opportunities
Strategic Leadership
• Defines corporate vision and values
• Handles all matters with sensitivity
• Scans the horizon

- Develops strategy, taking into account all external drivers

Signature: ....

Name: ....

Date: ....