

## Digital Manager

### Job Description and Person Specification

<b>Job title:</b>	Digital Manager
<b>Location:</b>	Home and office based
<b>Hours:</b>	Full or part time (minimum 0.8 FTE)
<b>Salary banding:</b>	£33,698.84 to £37,928.34 per annum, pro rata
<b>Travel required:</b>	None
<b>Contract:</b>	Fixed term contract (6 months)
<b>Reports to:</b>	Head of Digital Transformation
<b>Direct reports:</b>	None
<b>Criminal Records Check:</b>	None required

### About Changing Faces

Changing Faces is the UK's leading charity for everyone who has a mark, scar or condition that makes them look different. Being different in a society where there is such pressure to look a certain way is extremely difficult. We provide advice and support, we challenge discrimination, and we campaign for a world that respects difference.

Changing Faces wants a future where everyone with a visible difference on their face or body has the confidence, support and opportunity to lead the lives they want.

### Overall purpose of the role

1. Support the Head of Digital Transformation to deliver a new website.
2. Support teams to develop and test ideas for new products in a user centric and insight driven way.
3. Lead on the maintenance of the existing Changing Faces website.
4. Support internal teams to plan new content and campaigns in line with content design best practice.
5. Provide technical support and training for staff on the use of digital tools.

## Key Activities

### Day-to-day responsibilities

- Support the delivery of a new Changing Faces website, particularly the optimisation of content for search and population of the new website.
- Liaise with external suppliers to maintain the existing Changing Faces website.
- Act as the lead on new digital services and products, including the planning and delivery of an online chat pilot.
- Collaborate with all teams to plan new content and campaigns, ensuring the delivery of excellent user journeys and experiences.
- Measure and report on the performance of digital products, including establishing KPIs, setting up dashboards, and using insights to recommend short and long-term improvements.
- Advocate for and facilitate ongoing user involvement in all aspects of our digital work, for example through interviews, focus groups, remote testing and tracking.
- Support in the planning and delivery of digital training for staff e.g. writing for the web, SEO and analytics.
- Support the rollout of a new digital content governance model for the charity.
- Provide support with all business payment authorisation processes i.e. invoices, contracts and expenses.

### Other

- Provide support with budget management and payment authorisation processes i.e. invoices, contracts and expenses.
- Engage in appropriate training and development activities to ensure effectiveness in role.
- Actively participate in internal and external meetings as required.
- Undertake any other roles, responsibilities or projects that may be reasonably required and delegated by the Head of Digital Transformation.

## Person specification

Criteria	Essential or Desirable
Experience of managing and optimising a consumer facing website.	E
Excellent project management skills, including budget management.	E
Experienced product manager.	E
Excellent knowledge of content design principles.	E
Demonstrable experience leading and managing SEO.	E
Ability to analyse statistical data and identify trends, including sound knowledge of Google Analytics, Tag Manager, Data Studio.	E
Experience of user involvement and user research practices, including implementing and analysing Hotjar recordings, heatmaps and feedback.	E
Experience working with various technologies including website platforms (especially WordPress) and CRM (especially Salesforce), and familiarity with the management of video conferencing and instant messaging software.	E
Competent in HTML.	E
Experience managing external suppliers.	E
Excellent interpersonal skills and a great communicator, able to explain technical concepts.	E
Email marketing experience.	D
Excellent organisational skills and a systematic approach to work with the ability to prioritise between competing demands.	E
Excellent attention to detail and having the ability to maintain a high level of accuracy and attention to detail when working under pressure.	E
Ability to work effectively, collaboratively, and sensitively with a wide range of stakeholders and service users.	E
Strong commitment to Changing Faces values, vision and purpose and to keeping the voices of people with visible differences at the heart of all work.	E
Willingness and ability to work flexibly in response to changing organisational requirements.	E
Proficient computer skills: must be competent and confident in using Microsoft Office (Excel, Outlook and Word) and databases.	E

*This is a description of the job as it is presently constituted. It is the practice of Changing Faces to examine job descriptions from time to time and to update them to ensure they relate to the job as then being performed, or to incorporate whatever changes are required to reflect the organisation's needs. This will be conducted in consultation with you. It is Changing Faces' aim to reach agreement on changes, but if agreement is not possible, the organisation reserves the right to insist on changes to your job description, after consultation with you.*

*Dated: October 2020*