



Children's Hospices Across Scotland

JOB DESCRIPTION – DIGITAL DEVELOPMENT AND ENGAGEMENT MANAGER

Job Details

Job Title – **Digital Development and Engagement Manager**

Location – **Edinburgh**

Responsible to – **Associate Director – External Affairs**

Salary – **CHAS Band 6**

Job Family – **Manager – Non-Care**

Job Purpose

Working within the culture, ethos and philosophy of CHAS, the post holder is responsible for the development and implementation of the digital communication strategy, the CHAS website and all CHAS social media channels, ensuring that CHAS at all times delivers high-quality and engaging content that inspires the public and stakeholders to support our cause.

The post holder will lead and deliver successful digital marketing and communication programmes to support delivery of our four strategic objectives contained within the CHAS Strategic Plan and throughout deliver an outstanding online experience for all CHAS audiences.

Main Tasks

- Digital Communication Strategy and Development (internal and external)
- Website Management (Content, SEO incl. technical, Accessibility, UX)
- Social Media Management/Line Management
- Internal Communication and Relationship Management
- Administration
- Risk Assessment
- Compliance

Job Activities

Digital Communication Strategy and Development

- Support the Associate Director – External Affairs with the development and delivery of CHAS engagement strategy
- Lead the development and implementation of CHAS' digital communication strategy in line with CHAS' wider engagement strategy, the CHAS Plan and, liaising with key staff including the Senior Leadership Team (SLT)

- Lead, manage and enhance CHAS' impact in the digital sphere through advising on, creating and managing online campaigns and engagement strategies (paid and organic) that support the delivery of the CHAS Plan objectives
- With the Social Media Officer, work proactively with the Communication Manager and the Communication Leads in the hospices agreeing protocols, working practises and any required training to ensure effective coordination and maximum impact of all content going out via CHAS channels
- Lead the development and delivery of an annual digital PR and marketing plan, working closely with the Communication Manager, the Fundraising Campaigns Delivery Manager and other stakeholders across CHAS.
- Lead the development and delivery of monthly/quarterly/annual digital reporting and analysis across all digital channels, to inform strategic decision making across CHAS
- Contribute to the ongoing analysis and development of the resources required by the CHAS digital function to deliver effective digital communication and campaigns, including people, accommodation, equipment and materials
- Contribute to the CHAS Plan and the Fundraising and Communications Strategy, through attendance and contribution at appropriate meetings, ensuring continued best practice.
- Manage the monitoring and compliance across all digital sites and develop responses accordingly, where relevant referring to senior staff
- Manage other digital channels as appropriate (Google Business, Maps etc.)
- Identify and develop digital communications developments, trends and technologies to ensure CHAS is fully utilising digital communication
- Ensure CHAS' digital platforms maximise integration with the CRM database
- Ensure CHAS digital function is of the highest professional standard and complies with all relevant legislation, regulation and codes of practice, all CHAS policies and protocols
- Any other duties required which are appropriate to the grade of the post

Website Management (Content, SEO incl. technical, Accessibility, UX)

- Lead the continued development and evolution of CHAS' website and digital capacity, continually improving the usability, accessibility, design, content and conversion
- Lead and manage the delivery of content creation for CHAS website (Image editing, video editing, HTML, CSS)
- Ensure the website is up-to-date, and its structure, content and images reflect CHAS' mission, strategic priorities and brand, developing new sections and functionality as required
- Increase the visibility and engagement of CHAS' website through appropriate use of SEO and other techniques
- Ensure the CHAS website is maintained in accordance with best practice and legislation
- Manage relationships with website agency and other relevant suppliers

Social Media Management/Line Management

- Provide strategic oversight of all CHAS social media channels, incl. the social media strategy aspect of the digital communication strategy
- Provide effective leadership and line management of the Social Media Officer, developing their confidence, competence, career and commitment and managing their performance, absence and appraisals adhering to the CHAS review procedures
- Ensure development and delivery of effective content plan for social media, ensuring the content supports CHAS' mission, strategic priorities and brand and that a reporting framework (monthly/quarterly/annually) is in place to monitor, evaluate and learn from

- Support the Social Media Officer in developing and supporting a network of online supporters able to support CHAS activities

Internal Communication and Relationship Management

- Build and maintain effective relationships with managers and teams across CHAS to identify and maximise opportunities to use CHAS digital platforms to support internal communication across CHAS to enhance team and organisational strategic objectives
- Working with colleagues across teams and in particular with SLT, Associate Director External Affairs and leads in People and Corporate Services, support a digital infrastructure that enables effective working across teams in CHAS, supports delivery of the CHAS ambition, drives employee engagement and supports recruitment and retention.
- Working closely with the Fundraising Campaigns Manager and Communication Manager, ensure that where appropriate digital forms an integrated part of campaigns and appeals
- Provide guidance, training, support and advice to families, staff and volunteers on supporting the CHAS digital communication work
- Manage the relationship with external suppliers and partners, ensuring work is delivered, setting up processes to monitor performance and provide reporting, recommending remedial action to Associate Director – External Affairs/colleagues as appropriate when required

Administration

- Actively participates in the development, implementation and maintenance of CHAS policies, procedures, standards and protocols, for own area, identifying areas for innovation and development, ensuring best practice

Risk Management

- The post holder is responsible for the monitoring and prevention of operational day to day business risk arising within their area of responsibility, ensuring that the appropriate risk register is maintained and reported in line with the organisation's framework for Risk Management

Compliance

- Responsible for complying with CHAS policies in terms of line management, ensuring compliance with relevant legislation e.g. trademark, copyright, FRSB

Volunteer Management

- Recruit and manage volunteers, including providing training, day-to-day support, planned supervision, and ensuring the volunteers deliver a quality service and feel valued

Information Governance

- Responsible for coaching staff, adhering to and monitoring compliance with the CHAS Information Governance Framework and associated policies and co-operate with CHAS in complying with its legal duties
- Jointly with the Communications Manager, set up and manage the image and assets libraries, including developing a tagging system, ensuring photography policy is adhered to and catalogue is up-to-date

Health & Safety

- Responsible for coaching staff, adhering to and monitoring compliance with the CHAS Health and Safety Management Policy and associated procedures and co-operating with CHAS in complying with its legal duties

Dimensions

Every week three children die in Scotland from an incurable condition. CHAS intends to be there for every one of those children. Working within the culture, ethos and philosophy of CHAS, you will work with the Associate Director of External Affairs to further CHAS's strategic priority of Reaching Every Family in Scotland.

As Scotland's national children's hospice service, we work with stakeholders at local and national level, the media and the general public. The Digital Development & Engagement Manager will play a key role in developing and delivering on the digital aspects of the communication strategy, which is essential in helping us achieve our mission. Specifically the Digital Development & Engagement Manager will support the development and implementation of our digital engagement programmes and campaigns, identifying new audiences to extend our reach, enhance our influence and grow our income.

- In performing this role, frequently has contact with Associate Director – External Affairs, Communications Manager, Fundraising Campaigns Manager, Director of Development and Communication, and managers across departments. Frequent contact with Organisational Development and IT to ensure the smooth running of CHAS internal platforms for communication/information exchange. External sector bodies, professional bodies and suppliers
- Line management responsibility for Social Media Officer
- Responsible for volunteers working in digital communication team
- Authorised signatory up to agreed budgetary limit
- As a member of the External Affairs & Communication team, contributes to the review of CHAS' engagement strategy and to decision making and development of digital engagement
- Responsible for handling external queries coming to CHAS through digital channels
- Responsible for digital support and advice across the organisation

Decisions and Communications

Decisions

- Uses own initiative and experience to make decisions regarding workload priorities and information relayed to Associate Director of External Affairs and other members from the team from the public, stakeholders and sector and give advice regarding digital issues
- Makes sensitive decisions and carries out careful management of the sourcing and promotion of photographs, videos and stories, especially when concerning children and families.
- Responds quickly and appropriately to enquiries from internal and external stakeholders
- On a day to day basis makes decisions on the development and maintenance of CHAS' digital infrastructure
- On a campaign basis, makes day to day decisions regarding paid for content spend, relaying updates/advice to Associate Director of External Affairs/Director for Fundraising and Communication if required
- Works with a high degree of autonomy within the agreed management structure of CHAS

Communications

- Communicates regularly with colleagues in the External Affairs & Communication team, managers across Fundraising and Communications Department, departments across CHAS, in particular the hospices and Organisational Development and IT, suppliers, partners and contractors, volunteers and families
- Responds quickly and appropriately to enquiries, including complex and crisis issues, on our various digital communication platforms and refers issues to the Associate Director – External Affairs/Fundraising and Communication Director, where appropriate
- Develops and maintains effective relationships with digital, web, media and marketing agencies
- Responsibility for all enquiries relating to digital communications



Children's Hospices Across Scotland

PERSON SPECIFICATION – DIGITAL DEVELOPMENT AND ENGAGEMENT MANAGER

Education, Qualifications, and Training

Essential

- Educated to degree level in digital communications/marketing or equivalent professional experience.
- Commitment to continued professional development e.g. member of professional body/record of continued development

Desirable

- None

Method of Assessment – Application Form

Skills, Abilities, and Knowledge

Essential

- Excellent skills in writing for the digital environment and content management systems
- Excellent editorial skills across a variety of media platforms to effectively engage diverse audiences
- Well-developed analytical skills with ability to use tools such as Google Analytics, Google Tag Manager and Google Optimise
- Ability to undertake basic HTML and CSS coding
- Ability to use Adobe Photoshop or equivalent to edit electronic images to use on digital channels

Desirable

- An understanding of the voluntary sector / or health care provision in Scotland
- An understanding of the sensitivities around working with children and families

Method of Assessment – Application Form and Interview

Experience

Essential

- A minimum of five years' experience of developing and implementing web and digital communications programmes
- Experience of leading a digital team
- Experience of SEO and other traffic-driving techniques
- Experience of delivering organic and paid-for digital campaigns
- Experience of creating users profiles and journeys

- Experience of website development and working with digital agencies to deliver development projects
- Experience or knowledge of video production, from planning through to editing and dissemination via digital channels
- Experience of maximising engagement through social media channels.
- Experience of developing effective working relationships with internal and external stakeholders and suppliers

Desirable

- Experience of working in a creative industries setting (e.g. digital and/or PR/communication agency)
- Experience of managing the digital function within a large organisation

Method of Assessment – Application Form and Interview

Personal Qualities

Essential

- Committed to CHAS core values, vision and purpose, its beneficiaries and donors
- Passionate about impact and taking digital audiences on their own journey with CHAS
- Commitment to own/team personal and professional development
- Works cooperatively with colleagues to improve service
- Accountable for self, actions and decisions
- Positive 'can-do' attitude
- Customer focussed
- Committed to working with and supporting volunteers
- Committed to excellence and integrity in communication practice

Desirable

- Child and family focused
- Motivated to work within speciality

Method of Assessment – Interview

Other Requirements

Essential

- Full driving licence and access to a car for travelling between sites or to events

Desirable

- None

Method of Assessment – Application Form and Interview