JOB DESCRIPTION

POST: **Digital Manager**

DEPARTMENT: **External Affairs: Digital**

RESPONSIBLE TO: **Head of Marketing**

BAND: **4a**

JOB SUMMARY

This post holds responsibility for planning, maintaining, designing and implementing the RCS' websites and intranet.

The post holder will work collaboratively across the RCS to meet the needs of different internal and external audiences. The role demands excellent knowledge of current and emerging digital technologies to ensure that the RCS maximises its reach and develops appropriate business opportunities.

The post holder must also oversee development of specific website projects that enable the college to meet members' and customers' needs.

SPECIFIC DUTIES AND RESPONSIBILITIES

1   Website and intranet management

To oversee the development of all RCS websites and intranet platform and ensure that work is progressed in a timely and professional manner to support the whole of RCS.

The role will involve:
- Leading regular reviews of websites and set a roadmap for their development
- Working with the marketing team to enhance and maintain the RCS digital branding
- Overseeing the development of written and visual content to promote the RCS externally and internally
- Protecting income streams and business continuity through the provision of stable and secure digital services in tandem with the IT department
- Keeping the senior management team regularly informed of developments, and advising on risk and opportunities
- Implementing, with the Engagement Team, digital marketing tools to extend the RCS' reach and increase revenues
- Overseeing the design and development of any other new system requirements that may affect the website and/or intranet, particularly integration of CMS (Sitecore) and CRM
- Advising the senior management on important major digital media or website developments
- Management of the corporate intranet through the intranet working group, management of developments and relationship with platform provider
- Responsibility for ensuring all digital activities comply with relevant legislative requirements, such as DPA (and GDPR), web accessibility and payment card regulations.
- Identifying opportunities to leverage and optimise internal tools and technology to improve business processes

2 **Digital strategy**

Supporting the Head of Marketing and senior leadership team lead in the ongoing development of, and embedding of an organisational digital strategy, in collaboration with key RCS staff and stakeholders. The role will involve:
- Ongoing development and implementation of a digital roadmap for RCS
- Giving timely advice to the Trustee Board and Council, working with the Head of Marketing, of any relevant emerging online technologies
- Collection of digital analytics to ensure proper evaluation of work and constant improvement, ongoing optimisation of tracking and implementing changes (through Google Analytics, Google Tag Manager, SiteImprove etc)
- Contributing to the management of digital marketing activities and opportunities across the digital marketing mix including digital content and social media
- Ensuring that all departments of the RCS put in place the measures needed to improve their online presence and access to services.
- Providing insight into any business or commercial opportunities that open up with a greater digital presence

3 **Project/Programme management**

To oversee the design, development and maintenance of the RCS websites and intranet using internal and external resources as appropriate and identifying new digital opportunities.

The role will involve:
- Working closely with third party suppliers, relevant RCS staff and IT colleagues on external development and support of the RCS' websites
- Day to day relationship management with external agencies to ensure timely delivery of projects and maintaining value for money
- Working with key stakeholders to scope and develop business cases for new digital projects (through website or intranet)
- Working alongside the Head of IT to ensure business resilience for the sites, through good management of external contracts and internal resources.
- Overseeing risk analysis and evaluation for projects
- Ensuring proper financial management of all digital projects and activities

4 **Developing and training others**

To develop, train and inspire staff across the organisation and ensure high standards of content across all digital channels.

The role will involve:
- Ensuring a responsive marketing and digital team that will enhance college communications
- Providing training and leadership and embedding digital skills into the wider organisation
- Utilisation of the intranet to improve internal communications
- Managing the digital budget

General

The post-holder is expected to represent the RCS in a professional manner in relation to his or her responsibilities and in ensuring their own continuing professional development.

Undertake such duties appropriate to the grade.

This job description will be subject to review in the light of changing circumstances and may include other duties and responsibilities as may be determined. It is not intended to be rigid or inflexible but should be regarded as providing guidelines within which the individual works.

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All College employees are responsible for records held, created or used as part of their work for the College including patient/client, corporate and administrative records whether paper-based or electronic, which also includes emails. Records should be managed and stored appropriately and should in all cases comply with the requirements of the Data Protection Act 2018 and the General Data Protection Regulation. Employees should have read and understood the College's Data Protection Policy and Records Management Policy and should follow all agreed records management and data protection procedures, seeking advice where necessary.

September 2019

PERSON SPECIFICATION

POST: **Digital Manager**

DEPARTMENT: **Engagement: Digital**

RESPONSIBLE FOR: **Digital team**

RESPONSIBLE TO: **BAND:**   **4a**

ESSENTIAL CRITERIA	DESIRABLE CRITERIA
Education/Qualifications • A degree or equivalent qualification or a proven track record in a similar role	**Education/Qualifications** ☐ Technical degree or equivalent technical experience ☐ Project management qualification
Experience/Knowledge • Managing a medium size organisational website • Website and web application management • Digital project management – full life-cycle • Editorial oversight of high-profile websites • Overseeing the use of a content management system (enterprise level/Sitecore desirable) • Managing external suppliers (technical and non-technical) • Business/systems analysis experience • Regulations around data protection and accessibility	**Experience/Knowledge** • Leading a team of technical staff • Recruitment and training of new staff • Producing technical/requirements specifications for digital projects • Use of CRM systems and integration with websites • Improving business processes through a website or intranet • Regulations around e-commerce activity
Skills • Managing website and online application developments • Ability to influence and persuade, adapting personal style to meet different situations • Good facilitation skills, engaging and encouraging contributions • Confident in presenting to groups across different levels and disciplines • Excellent presentation skills	**Skills** • Facilitation of training/awareness sessions • Inspirational presentation style when communicating change • Agile project management methodology and iterative development • Negotiation skills with internal stakeholders and external suppliers

The post holder will also need to demonstrate the following **values and behaviours**:

Diversity - *we value **diversity** and treat each other with respect.*
- I lead my team well; they know they are valued, respected and trusted   - I motivate, inspire and encourage each person in my team   - I empower my team and trust them to deliver great results   - I create an inclusive environment where everyone can deliver their best   - I build teams whose diverse strengths complement one another   - I listen effectively and treat each person as an individual

Improvement - *we seek continuous **improvement**, and improvement requires change.*
- I deliver strategic change and evaluate the impact of it   - I challenge established views and processes to improve our service   - I anticipate trends in the sector and adapt my strategy accordingly   - I encourage my team to innovate and present ideas to improve our service.   - I present a clear case for change which people understand   - I help people adapt to change and to continuously improve

Responsibility – *we take personal **responsibility** for all we do.*
- I develop a clear, long term strategy to deliver the college priorities   - I deliver what I say I will deliver and ensure my team do the same   - I take strategic decisions and hold myself accountable for them   - I set stretching performance and behavior standards for myself and my team   - I build a culture of trust for the benefit of staff, the college and decision making bodies   - I anticipate internal and external customer needs and deliver solutions to address them

Collaborative – *we are **collaborative**, both across the College and with our stakeholders across the world.*
- I communicate a compelling vision, strategy and direction for the college and our department   - I build positive relationships with all my stakeholders   - I encourage participative decision making and delegate decision making to the appropriate level   - I inspire staff to work together to deliver exceptional performance   - I challenge behaviours which are inconsistent with college values   - I always work for the greater good of the college

Prudent - *we are **prudent** in our use of resources.*
- I lead my team to deliver excellent customer service with the resources available   - I use my influence to overcome barriers to delivery   - I anticipate complex risk and legislative changes and ensure there is no negative impact on the college   - I take tough decisions and prioritise the key projects effectively   - I tackle underperformance in my team quickly   - I improve efficiency by regularly reviewing the use of resources

Professional development - *we are committed to personal **professional development** that benefits the individual and the College.*
- I identify opportunities for my personal and professional development   - I coach and develop others to build their knowledge and expertise

- I provide regular and balanced feedback to improve performance
- I identify and develop talent within the College
- I lead with confidence and integrity
- I ask for regular and honest feedback from my manager, peers and team and learn from what is said

The appointment is subject to proof of the attainment of any qualifications deemed essential to the post and used as a basis for short-listing and selection. Failure to provide evidence of the required qualifications will result in the offer of employment being withdrawn.

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