THE ROYAL MARSDEN CANCER CHARITY

Job description

Digital Manager, maternity cover, minimum 9 month contract



# Job title Digital Manager

# Salary Competitive

# Hours of work 37.5 per week

# Directorate Marketing and Communications

# Accountable to Director of Marketing and Communications

# Responsible to Head of Digital

# Location Chelsea with occasional travel to Sutton as required

# Liaises with Marketing, PR and Communications, The Royal Marsden Cancer Charity, clinical and senior management, project steering groups, digital agencies, developers and freelancers.

1. Job Purpose

The Royal Marsden Cancer Charity raises money solely to support The Royal Marsden, a world-leading cancer centre. We ensure our nurses, doctors and research teams can provide the very best care and develop life-saving treatments, which are used across the UK and around the world.

From funding state-of-the-art equipment and ground-breaking research, to creating the very best patient environments, we will never stop looking for ways to improve the lives of people affected by cancer.

We are looking for a driven Digital Manager who will support the Head of Digital to deliver the Charity digital programme in line with The Royal Marsden Cancer Charity’s strategic priorities.

The Digital Manager (Charity) is responsible for the operational management of The Royal Marsden Cancer Charity’s presence across all digital channels, managing content and user experience, as well as digital development and improvement projects.

The Digital Manager is also accountable for web analytics, SEO, SEM, and providing support for the Charity’s social media channels.

The role includes managing new digital initiatives, engagement and content management across these channels, as well as managing relationships with staff within the Charity and across the organisation and external suppliers, analysis and reporting of results, procurement and budget management, campaign planning and content strategy.

The Digital Manager (Charity) manages the Digital Officer (Charity), who is responsible for publishing, engagement and content management across these channels.

This role sits within the Marketing and Communications Department at The Royal Marsden Foundation Trust which supports three main business areas:

* The Royal Marsden Cancer Charity
* The Royal Marsden NHS Foundation Trust
* The Royal Marsden Private Care.

This role will sit within the digital team and is a dedicated Charity digital role.

**Key skills**

**Essential**

* 1. Computer literacy and good keyboard skills
  2. Excellent editing and proofing skills and an excellent understanding of the English language.
  3. Ability to understand complex subjects and make them easily understandable by audiences without prior specialist knowledge.
  4. A thorough understanding of digital marketing and communications, information architecture and usability.
  5. An excellent understanding of digital user journeys and knowledge of UX best practice.
  6. A broad understanding of copyright and data protection law.
  7. An excellent understanding of email and social media and how they integrate with other digital communications.
  8. Ability to work under own initiative, with colleagues across an organisation and with third-parties.
  9. Strong networking skills.
  10. Ability to be adaptable and flexible to manage multiple projects in a fast-paced, deadline-driven environment.
  11. Ability to measure, interpret and explain digital metrics (Google Analytics).
  12. Strong project management skills
  13. An understanding and experience of managing PPC marketing with digital media agencies.

**Desirable**

* 1. Ability to author and edit basic HTML and CSS.
  2. Ability to prepare images and graphics for the web
  3. Understanding of user experience and user research
  4. Ability to manage multiple projects concurrently in a fast-paced, deadline-driven environment.
  5. Ability to communicate and build good working relationships with stakeholders, colleagues and users.
  6. An understanding of SCRUM and managing sprints with external development agencies
  7. A working knowledge of fundraising, and experience within the not for profit sector.

**Other skills**

* 1. A positive can-do attitude.
  2. Calm and professional; ability to work under pressure, delivering to tight deadlines
  3. An interest in current and emerging digital technologies
  4. A desire to continue learning about web publishing
  5. Able to travel to our Sutton hospital when necessary, and to be flexible to meet the needs of the role.
  6. Personable and able to work within many multi-disciplinary teams, good team player, strong negotiation skills.
  7. Able to build relationships at work

1. Key areas of responsibility

#### Manage the day to day operation and continuous iterative improvement of The Royal Marsden Cancer Charity’s digital presence. Provide strategic digital expertise to support the ongoing improvement of charity activity.

Managing the relationship with our external digital agency to support the continuous development on the website. Including supporting the implementation of website functionality development for specific fundraising campaigns, including strategic support, briefing, project management through to testing and delivery.

* 1. Oversee and collaborate on the production of high quality, informative, accurate and engaging digital content for various channels that closely meets the needs of our various supporters and audiences
  2. Support the Head of Digital to develop and apply a digital content strategy across The Royal Marsden Cancer Charity’s entire digital presence. This involves understanding supporters and their needs, planning and publishing content to meet those needs, understanding the channels available, and reusing content across multiple channels, performing tests and analysis, and making changes based on results.
  3. Understand the behaviour and needs of different audience and supporter types to deliver relevant and engaging user journeys on the website. Ensuring that digital best practise and data insight is applied to improve fundraising campaigns.
  4. Understand relevant charity policies and supporter needs and use this to improve the content we publish. Apply editorial and brand guidelines, delivering a high standard of published content. This frequently requires discussion with Charity colleagues to determine and translate requirements.
  5. Work independently and with colleagues across the Charity to support their digital needs, applying expert knowledge to agree on the best approach. This often involves receiving and understanding complex or sensitive information and working together to improve user experience and best practice.
  6. Manage relationships with key suppliers. This involves briefing projects, providing stakeholder feedback, ensuring agencies/freelancers are clear on the project deliverables and ensuring work adheres to the agreed critical path, using strong project management skills.
  7. Analyse and interpret website analytics data and communicate results to the wider team. This involves building, running reports, understanding the limitations of the data, spotting trends and explaining them in an easily understandable manner. As well as implementing tracking and monitoring for new campaigns and initiatives.
  8. Manage and support ongoing troubleshooting of issues and bugs on the website, working with fundraising colleagues and our external development agency to resolve and deploy these quickly.
  9. Oversee busy content calendars and manage production schedules across , social and web content.
  10. Keep up to date with digital technology and share this knowledge with colleagues both within the digital team and across the wider Charity team and marketing and communications team. This involves finding, studying and analysing examples of excellence, learning from peers via online forums and/or blogs, and presenting findings at team, department and Charity meetings.
  11. Project manage key digital projects and charity campaigns. This involves planning, coordinating with colleagues in other teams and/or third-party suppliers, adhering to deadlines, chasing contributors if necessary, and reporting progress.
  12. Arrange and attend meetings as required to perform any of the above tasks, such as meetings with Charity Heads and fundraising teams to discuss website content requirements.
  13. Represent the Head of Digital at Charity internal meetings when required.
  14. Safeguard the integrity of The Royal Marsden’s Cancer Charity’s digital presence ensuring it complies with data protection regulations, the Freedom of Information Act and any other applicable legislation.
  15. Work closely with colleagues in marketing and fundraising, to optimise the use of PPC and display marketing to support key campaigns. Managing external agencies responsible for delivering this activity.

1. Managing People and Resources
   1. Responsible for the effective recruitment and selection of staff in line with the Charity's Recruitment and Selection Processes and Standards.
   2. Support the Digital Officer in delivering key fundraising projects and creating content for the site. Effectively delegate work and support in the prioritisation of projects.
   3. Ensure staff are appraised annually, have clear objectives which link to department, division/directorate or corporate objectives and a personal development plan.
   4. Identify training and development needs of staff in line with departmental and Charity objectives and ensure all new staff receive core and departmental induction.
   5. Ensure performance issues are dealt with in an appropriate and timely manner and follow the Charity’s Disciplinary or Poor Performance Procedures where formal action is necessary.

Ensure that satisfactory systems are in place to maintain effective communication within your area.

* 1. Observe and comply with the Trust's policies and procedures for Health and Safety ensuring the environment in which you and your staff work is safe, clean and tidy.
  2. Comply with standard infection control precautions to prevent or minimise the spread of micro-organisms and communicable diseases to patients, staff and surrounding community.
  3. Observe and continually promote equal opportunities in compliance with the Charity's policies on Equality and Diversity and Dignity at Work.
  4. Manage finances in compliance with 'Standing Financial Instructions'.

1. Confidentiality and Data Protection
   1. All employees of The Royal Marsden Cancer Charity must not, without prior permission, disclose any information regarding patients or staff (please also see the Charity’s policy on Whistleblowing). In instances where it is known that a member of staff has communicated information to unauthorised persons, those staff will be liable to dismissal.
   2. All employees should comply with the Data Protection Act and the General Data Protection Regulation (GDPR) which comes in to effect from May 2018 and sets out requirements for how organisations will need to handle personal data.
2. Health and Safety

5.1 All staff are required to make positive efforts to maintain their own personal safety and that of others by taking reasonable care, carrying out requirements of the law whilst following recognised codes of practice and the charities policies on health and safety.

**6. Customer Service Excellence**

6.1 All staff are required to support the Charity’s commitment to developing and delivering excellent customer-focused service by treating patients, their families, donors, supporters, volunteers and staff with professionalism, respect and dignity.

**7. Equality and Diversity Policy**

7.1 The Royal Marsden Cancer Charity is committed to eliminating all forms of discrimination on the grounds of age, disability, gender reassignment, marriage / civil partnership, pregnancy / maternity, race, religion or belief, sex and sexual orientation.

**8. No Smoking Policy**

8.1 There is a no smoking policy at The Royal Marsden Cancer Charity.

**9. Review of this Job description**

9.1 This job description is intended as an outline of the general areas of activity. It will be amended in the light of the changing needs of the organisation.

**10. Employee specification**

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| **Candidates must be able to demonstrate** | **Essential or Desirable** | **Assessed by** |
| **Education/Qualifications** |  |  |
| Educated to degree level or equivalent | Essential | Application form |
| Professional qualifications or training in project management, digital publishing and any related software technology | Desirable | Application form |
| **Experience** |  |  |
| Minimum of four years’ experience managing large / complex websites with a transactional and/or e-commerce function. | Essential | Application form |
| Minimum of four years’ professional editorial/content experience (writing, copy-editing, proofreading). | Essential | Application form |
| Professional digital publishing experience using various content-management systems | Essential | Application form |
| Proven experience of managing digital development, including managing content and technical production and a good understanding of information architecture, user experience, accessibility, digital technologies etc. (Minimum of two years) | Essential | Application form/ interview |
| Experience and proven ability of developing, managing and implementing content strategies across multiple channels and audiences (Minimum of two years) | Essential | Application form/ interview |
| Demonstrable experience of managing third-party suppliers e.g. digital agencies | Essential | Interview |
| Experience of managing digital products, projects and teams using Agile methodologies | Essential | Application form/ interview |
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The above attributes have been identified by management to be necessary for this post, and will be used when short listing applicants for interview.