

## Job description

SECTION A – GENERAL INFORMATION	
<b>Job Title</b>	Digital Manager
<b>Salary</b>	£36,000-£42,000
<b>Department/Function</b>	Marketing Communications Department
<b>Location</b>	Camden, London
<b>Duration (If Applicable)</b>	Permanent
<b>Working Arrangements</b>	Full time
<b>Responsible for:</b>	N/A
<b>Accountable To:</b>	Head of Marketing Communications
<b>Work Closely with:</b>	Marketing Communications Team, Fundraising Team, Programmes Team, Trustees and Committee Members

**SECTION B – ROLE**

**Summary of Role**

Variety, the Children’s Charity, seeks an enthusiastic, motivated and creative self-starter to lead and develop digital communications across all areas of the organisation. The Digital Manager will be responsible for managing and delivering the Charity’s online communications, developing digital and social media strategy. This will be a key role, working with staff and volunteers across Variety to maximise our digital engagement and therefore reach to both supporters and potential beneficiaries.

The Digital Manager will be responsible for ensuring that digital communications are innovative, timely, effective, on-brand and to budget, with a focus on actively identifying and maximising opportunities to communicate through digital channels.

**Areas of Responsibility**

*(This section is divided into Core Functions and Specific Functions).*

**Note: Within the boundaries of the role description, new projects and work areas may be incorporated into the role over time or as the role develops.**

**Specific Functions: Strategic**

- To work with the Variety team to ensure that the vision, goals and core values of the Charity are achieved by developing and coordinating content for all digital channels.
- Using all possible digital outlets, to raise Variety’s profile through the development and production of suitable digital marketing materials and content, to grow supporter network and extend the Charity’s reach to potential beneficiaries.
- Lead on the development of an email marketing strategy for supporter communications.
- Lead on digital media for all Variety events to include producing digital media strategies, content planners, and liaising with key stakeholders to maximise digital engagement, as well as managing digital media coverage during the events.
- To work with Variety’s regional representatives to develop and maintain a consistent communications strategy for both web and social media communications. Support regional growth through the development of social media engagement strategies and provided support to branch staff.
- To identify and develop new funding opportunities for Variety through digital media sources.
- Play a key role in the development, implementation and evaluation of the Charity’s communications strategy and plans – particularly ensuring a robust monitoring and evaluation of our digital media presence.

**Specific Functions: General**

- Overall management of the website, social media channels and e-newsletters, with responsibility for posting and producing

	<p>engaging new content. Proactively identifying opportunities for content reflecting the Charity's work and impact.</p> <ul style="list-style-type: none"> <li>• Responsibility for brand management, ensuring the integrity (both internally and externally) of the Variety brand in all digital materials including use of logos, adherence to house style, implementation of brand guidelines and advising internal and external stakeholders as appropriate.</li> <li>• Monitoring and meeting relevant budgets relating to Variety's digital marketing in accordance with planned fundraising activities and associated marketing needs.</li> <li>• Oversee the management and cataloguing Variety's digital library and photo archive.</li> <li>• Acting as digital champion within the organisation, supporting colleagues to feel empowered by developing and leading a programme of training and induction to new staff members.</li> <li>• Create graphic design work for digital channels to a high standard in-house to support and enhance digital coverage.</li> <li>• Produce written content for all digital channels, as well as act as editor for content provided by colleagues/ volunteers, ensuring tone and language are appropriate and consistent with Variety's brand and values.</li> <li>• Provide excellent digital communications advice to staff at all levels on appropriate digital communication approaches, and to support their digital communications requirements.</li> <li>• Keep up to date with digital trends, resources and concepts, and ensure that we are using digital media channels to maximum effect to continually improve our activity.</li> <li>• Attend relevant training sessions and seminars as required to keep up to date with new trends.</li> <li>• Establish and maintain relationships with social media and digital contacts.</li> <li>• Ensure our digital communications channels are consistent with Variety's house style/ brand as well as compliant with legal requirements (e.g. on accessibility and the use of Cookies), privacy policy and the data protection act.</li> </ul> <p><b>Specific Functions: Website</b></p> <ul style="list-style-type: none"> <li>• Content managing the Variety website to ensure that the information on it is interesting, dynamic, relevant, up to date, presented with a high degree of accuracy and achieved within agreed timescales.</li> <li>• Collating stories from across the organisation, editing and publishing them to the website.</li> <li>• Working with members of the Variety team to co-ordinate stand-out campaigns and manage the promotion of those through digital media channels.</li> <li>• Overseeing the site's analytics function, analysing regular statistics and monitoring KPIs to enable informed direction for development and growth in line with strategic objectives.</li> <li>• Monitoring and enforcing the accessibility of the site and ensuring strong and constantly increasing traffic (SEO).</li> </ul>
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- Work closely with colleagues in Programmes and Fundraising Teams to maximise digital channels for driving beneficiary referrals (applications) and generating income.
- Lead on the future development of the website, creating an action plan to increase traffic, donations and our network of actively online supporters.

**Specific Functions: Social Media And E-Marketing**

- Managing and moderating all social media channels to ensure that these are kept up to date and are developing to increase audience figures across the digital spectrum.
- Working with relevant members of the Variety team to develop social media campaigns.
- Planning and developing e-marketing materials, as required, using existing tools (Dotmailer) and researching potential upgrades to these tools.
- Regular data analysis of digital and social media engagement and trends across Variety's channels, to enable informed direction for development and growth in line with strategic objectives.
- Create graphic design work to enhance E-marketing campaigns in-house.

**General (continued...)**

- Manage a busy workload and ensure appropriate prioritisation of projects and activities to meet a range of deadlines on behalf of the communications team and other departments.
- Help raise the profile of the Charity as part of the Marketing Communications team's overall remit.
- Help to run PR events, launches, seminars and conferences as required.
- Undertake other tasks and duties as may reasonably be requested by the Head of Marketing Communications.

*'It is the responsibility of employees to apply the Variety's Equal opportunities Policy and the Health & Safety Policy in their own area of responsibility and in their general conduct.'*

*'You may, with reasonable notice, be required to work at any of the Variety sites.'*

# Person Specification

<b>Essential</b>	<p><b>Knowledge and experience</b></p> <ul style="list-style-type: none"><li>• Demonstrable experience in a similar role with a proven record of success in digital communications.</li><li>• Strong experience and of developing and delivering a digital strategy, and able to demonstrate and understanding of what makes an effective digital and social media presence.</li><li>• Strong editorial, as well as both written and verbal communication skills and extensive experience in developing and producing website content.</li><li>• Ability to analyse, summarise and communicate complex information in an easily accessible format, and judge relevance to the organisation and target audiences.</li><li>• Able to lead creative and message development for campaigns and calls to action across digital and social media channels and tailor communications to different target audiences.</li><li>• Advanced experience of website management, familiar with web design, a good working knowledge of (Drupal) CMS or similar.</li><li>• A strong understanding and experience of web optimisation, e-marketing, and social media.</li><li>• Strong graphic design skills and sound working knowledge of InDesign and Photoshop.</li><li>• Sound working knowledge of e-marketing software such as Dotmailer and/or Mailchimp.</li><li>• Knowledge of basic photo and video editing (e.g. Adobe Photoshop, iMovie)</li><li>• Ability to analyse information and data to track the impact of marketing communications/ campaigns and robust monitoring and evaluation skills.</li><li>• Experience of setting and monitoring budgets and routinely evaluating the impact and value for investments and service contracts.</li></ul> <p><b>Skills and competencies</b></p> <ul style="list-style-type: none"><li>• Ability to think creatively and quickly and with a flexible approach to work.</li><li>• Ability to take direction, to manage multiple projects and to meet tight deadlines.</li><li>• Ability to work independently, provide leadership in work and use own initiative.</li><li>• Excellent communication and interpersonal skills, to develop good working relationships with colleagues, partners and stakeholders and ability to play a key role in cross-organisational projects.</li><li>• Advanced digital analysis, monitoring and evaluation skills, to inform and develop communication practice.</li></ul>
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	<p><b>Personal qualities</b></p> <ul style="list-style-type: none"> <li>• Ability to show initiative, work independently and also play a key role in developing cross-organisational projects.</li> <li>• Approachable, empathetic and supportive, helping colleagues to solve problems and meet objectives.</li> <li>• Demonstrable enthusiasm and commitment for continuous professional development, as well as interest in the digital space and how it can be harnessed to improve communication and wider practice.</li> <li>• Desire to make a real contribution to and enhance the work of Variety, the Children’s Charity.</li> <li>• A commitment to equality and diversity.</li> </ul>
<p><b>Desirable</b></p>	<ul style="list-style-type: none"> <li>• Educated to degree level, ideally with a focus on communication, journalism or marketing.</li> <li>• Experience in negotiating with suppliers and working with agencies, ensuring that projects are delivered on budget and to deadline.</li> <li>• Experience of working for a charity or not-for-profit organisation.</li> <li>• Advanced knowledge of/ experience in using InDesign and Adobe CS5.</li> <li>• Good knowledge of HTML and Dreamweaver/ web software programmes.</li> </ul>

Variety, the Children’s Charity, is committed to the principle of equality regardless of race, colour, ethnic or national origin, religious belief, political opinion or affiliation, sex, marital status, sexual orientation, gender reassignment, age or disability. We will apply employment policies that are fair, equitable and consistent with the skills and abilities of our employees and the charity. It is the responsibility of employees to apply Variety’s Equal Opportunities Policy in their own area of responsibility and in their general conduct.

The post holder will be expected to contribute to the overall aims of Variety by assisting in the co-ordination and administration of any activities related to the charity. The post holder will have the opportunity to work as a volunteer on many of Variety’s major events and will be expected to work together with Variety staff and volunteers in the generation of ideas and initiatives that will contribute to the growth and development of the Charity.