

ROLE PROFILE

ROLE	Digital Content Manager
DEPARTMENT	Marketing, Communications and Membership
LOCATION	Welwyn Garden City, Hertfordshire
REPORTS TO	Head of Marketing and Communications
DIRECT REPORTS	Digital Content Executive
PURPOSE OF ROLE	
<p>The Digital Content Manager will provide specialist expertise and leadership to the digital communications of IAM RoadSmart, internally and externally.</p> <p>Helping to develop and advance the digital presence of the organisation, the Digital Content Manager will lead the creation, curation and quality of multi-media content in support of employee engagement, marketing, communications and membership campaigns for brand awareness, sales and membership growth.</p> <p>Taking into account the needs of internal and external audiences and working with the wider Marketing, Communications and Membership team, the Digital Content Manager will ensure the skills and knowledge needed to maintain an effective and impactful brand presence online are developed and maintained within the wider organisation.</p> <p>Maximising the benefits of the platforms IAM RoadSmart currently has, the postholder will be responsible for making and implementing improvements and enhancements and extending our reach on new platforms aligned to the needs of our internal and external audiences.</p> <p>The Digital Content Manager will also be expected to contribute towards arrangements that manage, maintain and protect the reputation and brand of the organisation 24/7.</p>	
RESPONSIBILITY AREAS	
<p>The Digital Content Manager is focused on:</p> <p>Digital content and online presence:</p> <ul style="list-style-type: none"> • Build and implement a successful digital content strategy, aligned to the IAM RoadSmart brand and strategic growth ambitions, helping to drive increased customer engagement for both B2B and B2C marketing and communications activity. • Lead the management and future development of social media activity to maintain engagement and extend reach. • Lead the creation, updating, and maintenance of all corporate intranet and web content to ensure it remains current and relevant, helping to drive conversion rates to enquiry/organic search traffic. • Provide a gate keeper service for content to IAM RoadSmart intranet and websites, creating a network of content owners and digital champions across the organisation. • Oversee a calendar of digital content, aligned to annual delivery plans and strategic performance targets, ensuring it is maintained and delivered on time and to budget. • Lead the creation and curation of compelling SEO-optimised multi-media digital content, aligned to the needs of internal and external audiences. • Co-ordinate paid campaigns that increase brand exposure and generate leads, ensuring the best ROI for the activity planned and delivered. • Lead the development and growth of influencer relationships to provide future opportunities for our brand and strategic growth plans. • Write intranet, web, blog, social and other content as required. • Working with colleagues across the organisation, optimise the online customer journey and user experience to take full advantage of all the visitor traffic to the website presence. • Ensure digital and social guidelines are kept up to date, planning and leading the provision of training where necessary. • Provide timely advice to staff, senior managers and volunteers. 	

Media and reputation management:

- Ensure the monitoring of digital channels is maintained 24/7 acting, escalating and advising on emerging issues and appropriate solutions in a timely and appropriate way.
- Support the Senior Communications Executive by providing resources to write press releases in their absence.
- Support the Senior Communications Executive in providing a prompt and professional response to media enquiries during office hours.
- Participate in the out of hours media and reputation management rota.

Managing the team:

- Manage the performance of the Digital Content Executive, setting meaningful annual performance objectives and maintaining focus on them, recognising and celebrating success and hold staff to account as appropriate.
- Working with the Head of Marketing and Communications, set realistic and meaningful Performance Indicators for digital content and activity, reporting regularly on results and progress and using PIs to evolve and enhance the service over time.
- Advise the Head of Marketing and Communications on budget forecasts and manage expenditure.
- Evaluate and report progress to the Head of Marketing and Communications, raising issues and making recommendations so they can be addressed.
- Keep up to date with, analyse and make recommendations that respond to good practise and emerging trends in digital marketing and communications.

CONTROLS

- Performance against agreed targets
- Regular one to one meetings with the Head of Marketing and Communications
- Regular team meetings
- Annual appraisal and performance against agreed objectives

KNOWLEDGE, EXPERIENCE AND KEY COMPETENCIES**Knowledge****ESSENTIAL**

- Demonstrable knowledge of digital communications techniques, strategy and delivery, particularly web, social media and digital marketing.
- Demonstrable strong technical knowledge of SEO, organic and paid digital and marketing communication
- Proven track record of working with CMS to create, curate and publish content.
- Demonstrable knowledge of working with a wide range of marketing and comms tools, including WordPress, Adwords, Google Analytics etc.
- Sound knowledge of GDPR, PECR and other legislation association with digital marketing and communications delivery compliance
- Knowledge of building requirements for new digital platforms, such as web and intranet sites.
- Proven understanding of the Customer journeys and user experience....

DESIRABLE

- Member of a relevant professional body and demonstrable evidence of commitment to continuous professional development.
- Knowledge of motoring / driving / transport / road safety / membership sectors would be an advantage
- Experience working with automation tools (eg Hubspot, Hootsuite, Tweetdeck etc)

Experience

ESSENTIAL

- Proven track record of producing creative, compelling and audience-specific multi-media content.
- Strongly demonstrated written and oral communications skills, with a proven attention to detail and an ability to adapt to different styles according to audience.
- Proven track record of managing, mentoring and coaching staff with a focus on high performance
- Proven ability to interpret analytics and identify new opportunities to deliver growth and strengthen ROI

DESIRABLE

- IAM RoadSmart standard of driving
- Previous experience of participating in an out of hours media and reputation management service

Key Competencies

Communication	Excellent communicator and influencer. Inspires others to enhance their communication skills. Adapts communications style to match the needs and understanding of different audiences. Practises active listening skills and thoughtfully intervenes to promote communication, diffuse tension and resolve problems. Able to establish inter-departmental skills easily and uses formal presentation skills effectively.
Planning and organising	Manages work logically through consistently setting and prioritising own workload. Sends regular relevant updates to their line manager. Consistently meets deadlines for delivery, anticipating and re-negotiating where appropriate to manage realistic workload.
Flexibility	Learns from experience, is prepared to change own views or approach in light of new information. Copes well and helps others deal with ongoing demands of change.
Quality commitment	Consistently improves results and exceeds standards of work of self and others. Never compromises standards but instead leads by example
Professionalism and commercial awareness	Assesses and evaluates own and others work in commercial terms. Understands the market's dynamics. Contributes to the organisation's long term plans and regularly checks and updates knowledge of others. Actively seeks to understand the customers' business and perspective.
Influencing	Develops interpersonal style and methods to guide others towards a goal or achievement. Gains acceptance of ideas and plans from others. Addresses issues in an open, constructive and professional manner. Inspires and persuades others to voluntarily follow directions and adopt new positions or opinions.
Technical and specialist knowledge	Applies knowledge and experience to meet complex needs. Is recognised as a credible practitioner in own field.
Drive and teamwork	Sets high standards for self and others. Challenges negative behaviours and responses in a positive way. Encourages people to be optimistic with a can-do attitude and focus. Committed to team goals. Promotes and assists team working. Supports team changes with a positive manner.

Problem solving	Finds trends and relationships and shows insight into the root cause of problems. Explores various solutions to problem, weighing up the cost, risk, benefit and value of each and selecting the appropriate course of action. identifies new or related lines of research that leads to a more successful and complete conclusion
Commitment and resilience	Thrives from putting the organisation's mission and vision into life. Adopts an energetic approach towards responsibilities.
Developing people	Consistently builds a climate that encourages open discussion and develops cross-team working. Able to operate and support changes of leadership.

NOTE: This role definition is not all-inclusive.
Employee will be required to perform other related duties as required.