

## *Job description*

### ***Q Digital Manager***

**Permanent contract, The Health Foundation**

**Accountable to:** Head of Communications, Q

**Salary:** £45,873 - £53,932 per annum

**Hours per week:** 37.5 (full-time)

London based. A willingness to undertake some travel is required for this role.

This post sits within the Communications and Engagement team supporting the delivery and ongoing design of Q. The Communications and Engagement team is part of a matrix project team for Q (of 22 people) and sits within the Health Foundation's Communications Directorate.

### ***Job Purpose***

The Q team works to support the spread of innovation by providing an infrastructure that inspires and makes it easier for people to share and connect across silos. Q's communication channels include the website, e-newsletter, Twitter and collaboration spaces (which operate both on and offline). The aim is to provide the best user experience possible, with tools and channels meeting the needs of members and key audiences, helping them engage and connect.

The primary focus of this post is responsible for leading the design, planning, implementation and maintenance of Q's website – a website that's key to Q's future aims and ambitions for recruiting, connecting and inspiring thousands of people across health and care. The post holder will work collaboratively across the team to understand and meet the needs of different internal and external audiences.

Working with Q's Head of Communications the post holder will lead the on-going development and embedding of a digital strategy in collaboration with key members of the Q team and stakeholders, supporting Q's overall aims through the effective use of digital channels and content. The post holder will also lead the development of specific digital content and products that enable Q to meet the needs of members, partners and other stakeholders.

### **Website development**

- Leading the work to develop our website into a first-class collaborative communications platform that enables our members and others to connect collaborate, share and learn.
- Leading the commissioning process to recruit a digital agency, focussing on getting the best out of the partnership to deliver our digital ambitions.
- Continued development and maintenance of the website ensuring it reflects Q's core values and brand identity and maximises our content and stories.
- Working to introduce a range of methods that ensure diverse audience needs are met, along with those of the Health Foundation and future funders/partners.

### **Digital products and projects**

- Ensuring digital communications activities and channels are fit for purpose for a diverse community of thousands of people and championing the user experience
- Using knowledge of digital communications and trends in online communities to shape Q's online offer.
- Working with the team to create and improve bespoke digital projects and products; including community management tools and functionality, an online collaboration space for grant giving; encouraging people to join and improving our online recruitment process; and capturing and promoting stories within Q.
- Taking the necessary steps to ensure all digital elements within Q are appropriately integrated with each other and with the Health Foundation's wider systems (e.g. our CRM system) to deliver maximum impact (in line with the Health Foundation's management of General Data Protection Regulations 2018).

### **User needs and experience**

- Utilising design-thinking skills to understand user needs within any scoping and testing projects. Looking beyond a user testing survey and considering behaviours, nudge principles and conversation rate optimisation techniques to improve engagement and inspire action.

### **Project management and reporting**

- Working with others to improve Q's approach to reporting; putting in place relevant structures and metrics to improve our digital offer and better contribute to Q's overall goals and strategy.
- Putting in place the appropriate structures to help understand participation, with appropriate performance indicators.

### **Editorial and content**

- Optimising content and technology for social media channels. This will involve working with colleagues who manage the day-to-day activity and the Community Manager who facilitates community engagement social media activities.
- Establishing and maintaining an overall approach to digital content generated across the team and by Q's partners to ensure that all our digital products meet the user needs, feel appropriately community owned and convey important core messages to our audiences.

- Ensuring content on the website is timely and high quality, while also developing an approach to community-generated material so it maintains members' personal voice and encourages ownership.

The post holder will always aim to embed our key behaviours – working together, achieving impact, discovering and learning – in all aspects of their day-to-day delivery in the role.

## *Person specification*

<b>Criteria</b>	<b>Assessment Application / Interview / Test / Exercise</b>	<b>Essential/ Desirable</b>
Educated to degree level, or with equivalent professional experience	<b>A</b>	<b>E</b>
Extensive experience of leading the development and improvement of websites and owned channels, ensuring technical excellence and high-quality functionality	<b>A/I</b>	<b>E</b>
Experience of managing online communities and networks. Knowledge of trends and best practice in online community management.	<b>A/I/T/E</b>	<b>E</b>
Achieving Impact - Demonstrable experience of managing and successfully delivering complex digital development projects, including knowledge of appropriate project management methodologies (such as agile and waterfall), ideally within a community or membership-based role.	<b>A/I</b>	<b>E</b>
Proven track record of using content management systems within dynamic and evolving environments; experience of using Adobe Photoshop and/or Illustrator; experience of video editing software preferred.	<b>A/I</b>	<b>D</b>
Experience of leading the commissioning and management of agencies to deliver digital development projects. A track record of managing relationships with multiple agencies and commissioning high-quality content for the web (e.g. photography, data visualisation, video and digital long form).	<b>A/I</b>	<b>E</b>
An understanding of web languages such as HTML, CSS or JavaScript	<b>A</b>	<b>D</b>
Strong knowledge and understanding of SEO, digital analytics platforms, data capture, monitoring and tracking and how to use this to improve digital performance across an organisation. Experience of using digital analytics tools and dashboards.	<b>A/I</b>	<b>E</b>

Experience and understanding of evaluation techniques and synthesising, analysing and interpreting data (quantitative and qualitative) to make recommendations for improvements. Including by undertaking user testing and using Google Analytics as well as equivalent tools for social media and setting benchmarks for performance of data.	<b>A/I</b>	<b>E</b>
Proactive and motivated with excellent initiative and the ability to solve problems and adapt plans to accommodate changes in objectives, resourcing, timescales or budgets.	<b>A/I</b>	<b>E</b>
Both an excellent verbal communicator and an accomplished writer and editor, with experience of writing and editing content for websites. Confident in presenting to groups across different levels and disciplines.	<b>A/I/T</b>	<b>E</b>
Proven experience in leading others within a complex team environment (e.g. Matrix). Balancing setting direction and incorporating the views of a wide range of internal and external stakeholders.	<b>A/I</b>	<b>E</b>
Working Together - Excellent interpersonal skills with the ability to develop strong relationships, work at all levels in an organisation, get the best out of others and influence beyond line management boundaries.	<b>A/I</b>	<b>E</b>
A commitment to diversity and inclusion in the workplace and in delivery of services.	<b>A/I</b>	<b>E</b>