Job Description

Post:	**Digital Products Manager**
Location:	Home based
Contract type:	Permanent
Reports to:	Head of Marketing and Communications
Grade:	5
Line Manages:	n/a

Job Purpose

The Digital Products Manager is a pivotal role in ensuring SCIE delivers on our digital plan including:

1. Managing all web content, resources and other digital assets.
2. Ensuring the SCIE website and SCIE's digital resources communicate, educate and engage impactfully to our target audiences and customers.
3. Using your extensive experience of digital delivery to ensure new impactful digital resources are designed and developed on-time and to budget.

Key responsibilities

1. To create, deliver and evaluate the digital plan in line with our overall marcomms strategic plan
2.
3. To manage content, resources and video assets on the SCIE website to ensure our website is audience-focused, engaging and meets business needs.

4. To ensure the SCIE website's messaging, content positioning, user journeys, information architecture and content currency are effective, working with content owners and subject specialists to ensure the website, its offers and content is timely, high-quality, consistent, and designed for digital dissemination.

5. To lead the hands-on creation, development and on-going management of digital based products and services, including the public-facing SCIE website, and SCIE's web-based evidence database, Social Care Online, to support the work

programmes of SCIE and other partner or client organisations.

6. To champion a digital-first approach to SCIE resources, including e-learning and audio-visual content, aiming to maximise the usability, accessibility and findability of our resources, using data to support your approach and nsuring KPIs are met.

7.
8. To provide expert digital design, product and delivery advice to project leads and other colleagues, and to be proactive in finding solutions to fit individual teams' digital dissemination needs.

9. To select, brief and manage contractors including designers and developers, ensuring adherence to SCIE guidelines, templates, consistent quality and timely delivery of well-targeted, accessible, value-for money-digital outputs.

10. To work with colleagues across the organisation, commissioners, customers, the workforce, people with lived experience and carers to update and develop the SCIE's website and ensure that resources are appropriate and useful.

11. To manage and develop SCIE's house style, templates and digital guidelines including for website and e-learning, to ensure accessibility while continually improve engagement, actions and sales.

12. To develop and design high-quality digital products and resources, staying true to the SCIE brand.

13. To oversee SCIE's assets libraries, including our extensive image and video library, including selecting appropriate assets for inclusion within digital products.

14. Provide SCIE and other partner or client organisations with expert advice about trends and good practice in digital development, new media and other relevant IT fields.

15. Manage, maintain, develop and promote the website and digital-based resources of SCIE and its partner or client organisations.

16. Managing SCIE's search engine marketing strategy and activity, both organic and paid placement. This includes reviewing SCIE digital impact and position in the marketplace.

17. Other tasks as may be required, commensurate with the level of the post.

General responsibilities

1. Have fun and challenge yourself at work, model the charity's values and abide by our policies and practices.

2. Embrace diversity and share in our commitment to equality of opportunity and to eliminating discrimination.

3. Work flexibly and positively contributing to good team working and the delivery of the SCIE's objectives through matrix working.

4. Show a clear commitment to working with people with lived experience in a sensitive and non-judgmental way to facilitate positive working relationships.

5. Share in our commitment to safeguarding adults at risk of harm.

6. Ensure that information is obtained, used and stored in accordance with our Data Protection and Confidentiality policy.

7. Other tasks as may be required, commensurate with the level of the post.

General Comment

This job description describes the principal purpose and main elements of the job. It is a guide to the nature of the main duties as they currently exist but is not intended as a wholly comprehensive or permanent schedule of tasks.

PERSON SPECIFICATION

	ESSENTIAL CRITERIA
1	**Aptitude / abilities / skills** Excellent written communication skills, with a commitment to communicating clearly and in plain English. Excellent oral communication and negotiation skills, with the ability to engage and influence others, and to present ideas clearly and persuasively. Experience of managing external contractors (e.g. designers, photographers, illustrators, developers, etc.) Experience of operating as a brand guardian, ensuring the brand is portrayed consistently and positively. Knowledge of WordPress and plugin settings for Word Press and Salesforce Systems.
2	**Education / knowledge** Degree level or equivalent. Knowledge and understanding of effective web stats and user feedback collection and analysis, using tools like Google Analytics and HotJar. Understanding of the digital needs of a wide range of stakeholders, for example, of people with visual impairments, people with learning disabilities.
3	**Experience** Extensive experience of managing content and digital resources on a high-traffic information-rich complex website. Extensive experience of project managing the development and production of simultaneous well-targeted digital products, resources, web content, e-learning and videos, on time and within budget. Experience of working with colleagues throughout the organisation, to lead on web content and digital product development, including producing, creating, and editing digital resources, learning resources, videos, podcasts, photos for a range of platforms and channels.

		Experience of designing and implementing a web-based information architecture that works for our audiences.
4	**Attitudes / personal characteristics**	
		Experience of living SCIE's values.
		The ability to work effectively from home with experience of using ICT effectively (including Microsoft Office and project management systems and tools) and use data in accordance with GDPR principles.
		A clear understanding of, and commitment to, equal opportunities and diversity, and the commitment to promote high standards of conduct, integrity and probity.
	DESIRABLE CRITERIA	

Experience of Image, video, and audio, creating quick basic animation videos and knowledge of eLearning concepts, workflow, and delivery.

Hand-on working experience of HTML coding.

Experience of styling digital resources using CSS.

Experience of building rich eLearning resources.

Knowledge and understanding of UX design principles and processes.

Experience of copywriting, editing and proofreading.

An understanding local government, health, social care, and voluntary and community sector organisations.

Experience of visual storytelling, and the ability to understand and execute briefs, developing ideas and storyboards alongside scripts.