



Job title: Digital Communications Manager

Reporting to: Head of Communications and Marketing

Salary: £40-45,000 per annum (dependent on experience)

Location: London, SW10 9HS

Contract: Full time

About CW+

CW+ is the official charity of Chelsea and Westminster Hospital NHS Foundation Trust.

Our vision is to enable every patient to receive outstanding care, in our Trust's community of more than 1.5 million people and beyond.

Our mission is to work with our Trust to create world-class facilities, drive innovation and research, and enhance patient and staff wellbeing. Using our expertise in partnership building, arts in health and healthcare innovation, we develop creative solutions to support an evolving NHS.

Find out more at www.cwplus.org.uk

Role purpose

As Digital Communications Manager, you will be using digital communication channels to support the engagement of our community of supporters, partners, patients, families and staff in the work of the charity and helping realise our shared ambition with the Trust to be national leaders in the delivery of patient care and health innovation.

The Digital Communications Manager is part of a collaborative and creative team responsible for the development and delivery of the CW+ Communications and Marketing strategy, including on- and offline communications, PR and media, donor stewardship and marketing collateral, and events support.

Reporting to the Head of Communications and Marketing, the Digital Communications Manager will be proactive in shaping and managing the charity's digital presence (including the website), with a strong focus on tracking and using data. They will inform the direction of multiple exciting strands of work by providing insight into digital trends and performance.

Highlights for the year ahead include:

- Maximising the impact of the charity's new website (launched Sept 2024) and ensuring that tracking and conversion metrics are optimised.
- Building and sustaining momentum for the Thirty at Thirty campaign, ensuring that we are consistently focused on building relationships and widening our supporter base via digital channels.



- Celebrating the continued success and impact of the CW Innovation programme, which marks its five-year anniversary in October 2024.
- Promoting the impact of our Arts in Health programme, including the creation of new world-class facilities for staff and patients on both of our hospital sites.

Key responsibilities and duties

- Working with the Head of Communications and Marketing to ensure effective, data-driven use of CW+ digital channels (website and social media) in support of marketing, communications and fundraising plans.
- Working with the Head of Communications and Marketing to develop the annual social media plan.
- Working closely with the Public Fundraising Manager to ensure that the charity's fundraising activities are being effectively supported and promoted across all channels.
- Working closely with the Fundraising Team on the development of fundraising campaigns and leading on the use of paid socials (including budget management and reporting).
- Leading on using digital tracking, analysis and insights to inform and adapt digital content and strategy as the charity's strategic needs evolve.
- Providing expert ownership of Mailchimp (or other mailing platforms as required) and ensuring PECR/GDPR compliance.
- Strategic oversight and day-to-day management of the CW+ website and social media channels, including ensuring that all content is accurate and conforming to the CW+ style and brand guidelines.
- Providing the main point of contact with external developers, designers and suppliers where necessary.
- Leading on website accessibility, updating and informing colleagues as necessary.
- Supporting the delivery of CW+ events.
- Writing engaging, tailored copy for a variety of audiences.
- Commissioning and creating content for on- and offline channels.
- Proofreading and editing copy, ensuring that it adheres to the CW+ tone of voice and style guidelines.
- Carrying out any other duties within the scope, spirit and purpose of the job, as requested by the line manager.

Person specification

Essential skills and experience

- Communications and content creation experience across a wide range of channels including digital and print.
- Demonstrable experience of tracking and analysing data in support of effective marketing and communications activities in line with strategic objectives.



- Experience of website Content Management Systems and Customer Relationship Management systems.
- Extensive experience of using digital marketing email platforms.
- Understanding of Web Content Accessibility Guidelines and SEO.
- Understanding of current PECR and GDPR guidelines.
- Experience of updating, monitoring and managing multiple social media platforms including managing paid campaigns.
- The ability to communicate clearly and effectively, orally and in writing, with different audiences and stakeholders.
- Excellent writing, copy-editing and proofreading skills.
- Excellent attention to detail.
- Experience of working in a busy communications, PR or marketing team.
- Experience of working to tight deadlines and managing schedules internally and with external suppliers.
- Experience of working to corporate style and brand guidelines.

Desirable skills and experience

- Adobe InDesign skills.
- Experience in a healthcare or NHS charity setting.
- Experience of Asana or a similar work management platform.

Personal attributes

- Excellent interpersonal skills and a proactive and collegiate approach to work.
- The ability to work in a collaborative and sensitive way within a team, across an organisation and with external stakeholders.
- The ability to respond effectively to changing priorities, manage competing deadlines and perform well under pressure.
- Well organised and proactive with strong attention to detail.
- Commitment to the purpose and ethos of CW+.

Key terms and benefits

- Hours: 35 per week (normally 9am-5pm, Monday-Friday with flexible and/or hybrid working where appropriate).
- Pension: employer contribution of 8%.
- Holiday: 27 days per annum, plus UK bank holidays (pro-rata for part time staff).
- Probation: six months is standard unless you have a specific reason to reduce/increase.
- Other benefits available: HSF health plan, season ticket loan.