



Digital and Content Manager

Job Description & Person Specification

BeyondAutism

March 2025

Registered Charity No. 1082599
020 3031 9705
beyondautism.org.uk

 **BeyondAutism**

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About BeyondAutism

We are experts in delivering autism education services from pre-school to 25. BeyondAutism is a non-profit organisation, driving change in the world of autism education to ensure autistic children and young adults access an education which empowers a life full of choice, independence and opportunity. We do this by creating positive educational experiences, training for the professional team around a child, and information, resources and support for families and carers.

Our services:

We deliver rapid and sustained outcomes in our Early Years' service by working with parents and children together. Empowering parents to feel resilient and confident in meeting the needs of their child leads to aspirational, informed choices creating a positive and successful step into primary education.

Our schools and Post-19 service have a specialist curriculum that ensures sustained success beyond the age of 25, setting children and young adults up with the skills and independence to lead a life of their choosing. By teaching them the academic and life skills they need and through the promotion of a happy, caring environment, we nurture the confidence, independence and self-belief to enable them to make the most of the next stage of their life or education.

We also work more widely, activating networks and building local capacity with our solution focused Outreach team. Our unique BeyondAutism Fast Responder® service works at the point of crisis to change the national picture and reduce school placement breakdown.

Our values

At BeyondAutism we are:

Dedicated to delivering excellence

Developing expertise, outstanding services and positive engagement, always seeking to go above and beyond expectations.

Committed to Behaviour Analysis, underpinned by the science of Applied Behaviour Analysis and Verbal Behaviour

Contributing to research and ensuring our staff continually develop and share best practice that ensure aspirational outcomes are achieved for autistic individuals.

Respectful

Embracing diversity, showing integrity, acting with compassion and always treating people with dignity.

Proud to challenge

Listening, changing thinking, shifting attitudes and educating.

Job overview

The Digital and Content Manager is responsible for the development and execution of BeyondAutism's digital strategy, ensuring all online content and campaigns support the organisation's strategic goals. The role owns and manages all digital platforms, including the website, email marketing, paid advertising, and social media (Bluesky, Instagram, LinkedIn, Facebook), ensuring content is engaging, optimised, and aligned with BeyondAutism's brand identity.

This role works closely with the Outreach and Revenue Marketing Manager (ORMM) to ensure digital content and campaigns are effectively aligned with lead generation, outreach, and revenue-driving activities. Together, they will develop, execute, and optimise digital strategies that drive MQL to SQL conversion, audience engagement, and brand awareness.

What we can offer you

You can find a very rewarding career with BeyondAutism. As well as being part of a team delivering life-changing services, we offer multiple and generous benefits to employees.



Pension scheme *

We offer a competitive pension scheme via salary exchange of 3, 4 or 5% and match your contribution.



Hybrid and flexible working

Charity staff have the option of hybrid and flexible working. To be agreed with HR and the department head.



Season ticket loan *

We can loan you the cost of your season ticket, repaid through monthly salary deductions for the period of the season ticket or less. Maximum period 12 months. Maximum loan £5000.



Bicycle loan *

We can loan you the cost of purchasing a bike for the purpose of cycling to work. Up to a maximum value of £1000, repayable over a period of 12 months or less.



Continuing Professional Development (CPD)

Further education opportunities including Masters, RBTs, diplomas and certificates; and opportunities for membership for relevant professional bodies.



Professional Membership fees

Reimbursement of the cost of annual professional membership fee where continued membership registration is a requirement of your role.



Onsite counsellor

One counsellor working across our sites offering confidential 1:1 counselling sessions.



Perkbox

Access to an online perk scheme which gives you your pick of over 200 great discounts and freebies such as a free monthly hot drink from Cafe Nero, discounts on high street shopping and great price cinema tickets.



Employee Assistance Programme

Free access to a 24/7 confidential counselling support, including opportunity for face-to-face support.



Employee Referral Programme

Generous £400 thank you payment when you refer somebody into one of our open vacancies.



Eye care vouchers

Vouchers to cover the cost of an annual eye examination and single-vision spectacles, if needed.

Benefits marked with (*) are contractual benefits open to staff who have been in post for three months or more.

About the role

Channel ownership and development

- Develop and execute a digital and content strategy that aligns with BeyondAutism's overall marketing objectives.
- Actively manage and grow the website, social channels (Bluesky, Instagram, LinkedIn, Facebook), and email database, ensuring all content and contact lists are up to date.
- Own the technical maintenance and development of BeyondAutism websites (WordPress), working with external developers when required.
- Ensure all digital activity is integrated and aligned, supporting schools, outreach, fundraising, and admissions.
- Stay up to date with platform algorithms, trends, and best practices to maximise engagement on both paid and organic content.

Website and SEO management

- Manage the BeyondAutism websites, ensuring they remain compliant, up to date, user-friendly, and optimised for conversions.
- Apply SEO best practices (both technical and onsite SEO) to improve website visibility and search rankings.
- Develop and update landing pages to support marketing campaigns and lead generation.
- Liaise with external agencies as needed to enhance website functionality.

Social media and digital engagement

- Develop and implement a content plan for Bluesky, Instagram, LinkedIn, and Facebook.
- Ensure consistency in tone of voice, brand messaging, and content quality across all digital platforms.
- Actively monitor, engage with, and grow BeyondAutism's online community.
- Track and analyse engagement metrics to refine social media strategy.

Email marketing and CRM integration

- Plan, create, and send email marketing campaigns via Mailchimp and Raiser's Edge.
- Develop segmented audience lists to deliver personalised, high-impact content.
- Set up automated email sequences to nurture leads and encourage engagement.
- Track and optimise email performance (open rates, CTR, conversion rates).
- Ensure email and digital activities integrate with Raiser's Edge for CRM tracking and reporting.

Paid advertising and Google Ad Grants

- Manage Google Ad Grants, ensuring compliance and maximisation of the allocated budget.
- Set up, manage, and optimise PPC campaigns across Google Ads and social media platforms.
- Continuously track performance and adjust campaigns to improve cost-per-click (CPC) and ROI.

Reporting and analytics

- Establish KPIs for each digital channel in agreement with the Head of Marketing & Communications.
- Monitor website, email, social media, and PPC analytics, converting findings into actionable insights.
- Provide monthly performance reports, assessing the return on investment (ROI) for campaigns.

Marketing and outreach campaigns

- In consultation with ORMM, lead on digital marketing campaigns to drive leads, registrations, and awareness.
- Implement digital aspects of the lead generation strategy, including Lunch & Learn webinars.
- Consider the customer journey and experience in all digital marketing activity.
- Support fundraising and outreach teams in promoting campaigns through digital channels.
- Ensure that all digital marketing campaigns align with BeyondAutism's wider strategic objectives.

Team and stakeholder collaboration

- Work across the organisation to ensure all digital and content needs are met and incorporated into the overall strategy.
- Act as a subject matter expert for digital marketing tools and software, upskilling the wider team.
- Work closely with external agencies, designers, and developers as needed.
- Line manage the Marketing & Communications Officer, ensuring alignment with digital priorities.

General responsibilities

- Adhere to BeyondAutism's Safeguarding Policies.
- Work within the organisational Diversity Policy to promote equality of opportunity for all learners and staff, both current and prospective.
- Maintain high professional standards of attendance, punctuality, appearance, conduct and positive, courteous relations with learners, parents and colleagues.
- Adhere to policies as set out in the staff handbook.
- Comply with the Data Protection Act/GDPR.
- Undertake other reasonable duties related to the job purpose required from time to time.

What you will bring to the role

We are looking for passionate and dedicated professionals who want to make a truly positive impact on autistic peoples' lives. Working as part of the Marketing and Communications team you will be a crucial part in ensuring key stakeholders are kept up-to-date with the work of BeyondAutism.

	Essential	Desirable
Experience	<ul style="list-style-type: none"> Degree or equivalent experience in Marketing, Communications, Digital Media, or a related field. At least three years' experience in a digital marketing or content management role. Strong experience managing websites (WordPress) and social media platforms. Proven track record in developing and executing digital campaigns (organic and paid). Knowledge of SEO best practices, Google Analytics, and digital performance tracking. Experience using CRM and email marketing platforms (e.g., Mailchimp, HubSpot, or Raiser's Edge). Ability to create engaging content, with excellent copywriting and proofreading skills. Strong graphic design skills using Canva, Adobe Photoshop, or InDesign. Basic video editing skills for social media and web content. Experience working with third-party agencies to develop and refine digital strategies. 	<ul style="list-style-type: none"> Additional qualifications in SEO, Google Analytics, UX/UI, or Digital Strategy. Experience working in a charity or non-profit sector. Familiarity with fundraising or donor engagement campaigns. Experience running A/B testing to improve digital engagement. Experience with conversion rate optimisation (CRO) and user experience (UX) design. Experience in marketing automation and lead scoring systems. Advanced video editing skills using Adobe Premiere Pro or Final Cut Pro. Knowledge of accessibility standards for digital content.
Skills	<ul style="list-style-type: none"> Expertise in social media management, including content planning and platform-specific strategies. Strong analytical skills, with the ability to track and report on digital marketing performance. Ability to develop SEO-driven content strategies and optimise web pages for search rankings. High level of technical proficiency, able to troubleshoot website and digital tool issues. Understanding of social media algorithms and trends to maximise engagement. 	<ul style="list-style-type: none"> Ability to analyse and interpret market trends and audience behaviour. Knowledge of Google Tag Manager and event tracking. Experience in agile project management methodologies.
Abilities	<ul style="list-style-type: none"> Strong problem-solving skills and innovative thinking. Entrepreneurial mindset, with the ability to identify opportunities and drive initiatives forward. Always seeking to improve and optimise processes. Excellent organisational skills, with the ability to manage multiple projects and deadlines. Ability to mentor and upskill colleagues on digital best practices. Comfortable presenting insights and recommendations to senior stakeholders. 	<ul style="list-style-type: none"> Ability to translate complex data into actionable insights. Experience working in multi-stakeholder environments.
Personal qualities	<ul style="list-style-type: none"> An approachable, positive, can-do attitude. Passion and enthusiasm for marketing. Commitment to high standards of work. Energetic, flexible, adaptable, and able to relate well to different types of people. A commitment to safeguarding and promoting the welfare of children and young adults. Strong communication and interpersonal skills, able to work collaboratively across teams. 	<ul style="list-style-type: none"> A keen interest in emerging digital marketing trends and technologies. Ability to work under pressure and adapt to changing priorities. Ability to lead and inspire colleagues with innovative ideas.

SALARY SCALE:	£38,541 - £39,890 depending on experience
HOURS:	37.5 hours per week
LINE MANAGER:	Head of Marketing and Communications
LOCATION(S):	Charity office (Roehampton, SW15 5LD) and other locations as required including our services (across London). Flexibility to work from home for part of the week
PROBATIONARY PERIOD:	Six months
HOLIDAY:	25 days plus bank holidays (rising a day with each year of service after 2 years to a cap of 28 days). Additionally there is a discretionary office closure between Christmas and New Year.
HOW TO APPLY:	<p>If you're interested in applying for the role, please send your CV and covering letter to recruitment@beyondautism.org.uk.</p> <p>Your cover letter should include:</p> <ul style="list-style-type: none"> • Why you are interested in applying for this role • How your skills/experience meet the requirements of the person specification <p>If selected for interview you will be required to fill out a full application form for safer recruitment purposes.</p>

If you would like to know more or ask a question please email recruitment@beyondautism.org.uk.

BeyondAutism is proud to be an equal opportunity workplace. We are committed to equal employment opportunity regardless of ethnicity, religion, sex, sexual orientation, age, marital status, disability or gender identity.

BeyondAutism is committed to safeguarding and promoting the welfare of children and young adults and expects all staff to share this commitment. An enhanced disclosure will be conducted for the successful applicant.