



JOB DESCRIPTION

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| Job Title | Digital Communications Manager | |
| Reports to | Head of Communications | |
| Contract duration | Permanent (full time) | |
| Location | Hybrid (2-3 days per week in Cheam, Surrey) | |
| Role Purpose | | |
| <p>The Charity for Civil Servants supports current, former and retired civil servants across the UK. We provide financial, emotional and practical support to help people get through tough times and build resilience for the future. We are here for civil servants when life gets challenging, offering a compassionate and confidential lifeline.</p> <p>This role drives and supports the technical, creative and strategic digital communications objectives that play a pivotal role in raising awareness of the Charity's work, promoting our services and enhancing engagement with civil servants across the UK. Leading the development and delivery of digital communications and marketing aims that support our charitable objectives and help drive impact and growth.</p> | | |
| Measures of Success | | |
| <p>Success in this role will be measured by:</p> <ol style="list-style-type: none"> 1. Increased awareness of the Charity and enquiries for help and support 2. Increased lead generation for fundraising campaigns and for earned and owned channels 3. Maximised social media presence with increased community, interaction, visibility and influence 4. As part of a team, improved efficiency and smooth output of deliverables across the communication platforms and CRM 5. Enhancement in digital communication capabilities across website and other key digital communications and marketing tools. | | |
| Key Responsibilities | | Weighting (%) |
| Working across Communications Team to further develop and implement integrated digital communications and marketing plans to promote the Charity's services, campaigns, and fundraising initiatives. | | 25% |
| Oversee digital marketing strategies and plans including: CMS, CRM data development, SEO and web, social media and paid campaigns. | | 25% |



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| Work closely with internal teams (e.g. services, fundraising, data and technology) to support cross Charity needs and ensure alignment with strategic goals. | 20% |
| Capture and create engaging static and video content for a variety of platforms, including website, social media, email marketing, print, and video. | 15% |
| Website management and team support in day to day running | 15% |

Other Responsibilities

- Enable, manage, support and develop Communication Coordinators.
- Support team to monitor, evaluate and report on campaign performance, using insights to inform future activity.
- Build strong relationships with key stakeholders, including internal colleagues, civil service departments, and external suppliers.
- Manage relationships with creative, distribution, and other agencies as required.
- Direct involvement with practical day to day communication activities across creative, content and digital development.

Skills and Experience

- Essential:
- Experience of working in a wider communications context and at managerial level.
 - Proven experience in a digital communication and/or marketing role, ideally within the charity or public sector.
 - Strong strategic planning and practical project management skills and the ability to manage multiple projects and deadlines.
 - Excellent written and verbal communication skills, with a flair for audience engagement and influencing.
 - Demonstrable high-level experience in website management and content management systems, digital marketing, compelling content creation and SEO/SEM flair.
 - Highly skilled in digital tools and platforms including: social media, email marketing systems, scheduling tools, analytics dashboards and tools, CRM, CMS and design suites.
 - Expert in digital design and multimedia tools such as Adobe Creative suite, Canva and other video editing tools.
 - Proven experience increasing social media presence, engagement and loyalty.
 - Collaborative mindset with the ability to influence and work across teams.
 - Strong analytical skills and ability to turn data into actionable insights.
 - Knowledge of accessibility and inclusivity best practices in communications.



**CHARITY
FOR CIVIL
SERVANTS**

- Line management experience.

Desirable:

- Experience working with or for the Civil Service.
- Accredited by a technical or professional body or equivalent experience

Additional information

This job description is not intended to be exhaustive, and the role holder may be asked to carry out other duties commensurate with the role.