

Job Description and Person Specification

Job title:	Digital Manager
Location:	Flexible – mainly home-based with potential for some office working in London
Travel required:	Some travel will be required but this will not be frequent / Attendance at staff meetings, minimum of 4 days per year.
Contract:	Permanent 0.8 WTE
Reports to:	Head of Communications, Campaigns and Digital
Direct reports:	No line management responsibility.
Criminal Records Check:	Enhanced DBS / PVG Scheme check, with adult's and children's barred lists

About Changing Faces

Changing Faces is here for everyone with a scar, mark or condition on their face or body. We provide life-changing mental health, wellbeing, and skin camouflage services. We work to transform understanding and acceptance of visible difference, and campaign to reduce prejudice and discrimination.

We won't stop until everyone with a visible difference or disfigurement is supported and respected.

Overall Purpose of the Role

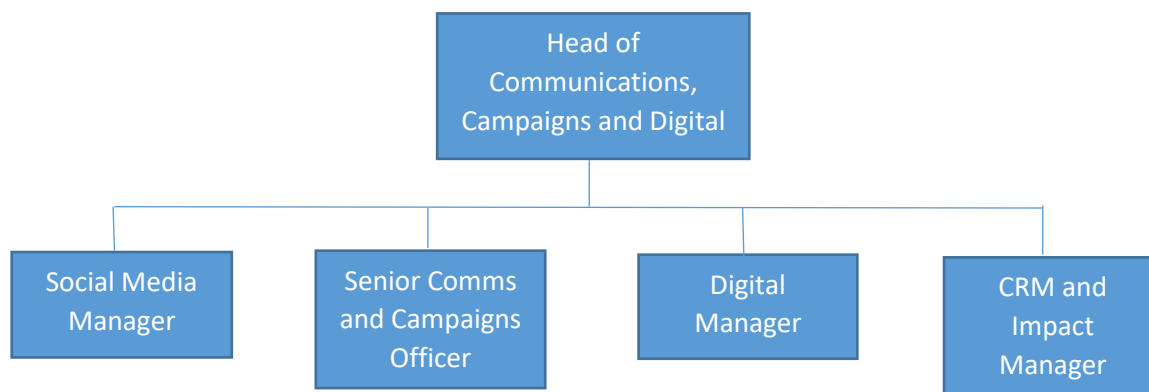
An opportunity has arisen for an enthusiastic and well-rounded individual to support key digital functions within the charity. The role requires someone with excellent content creation, problem solving and technical skills to support the use of digital platforms and tools within the organisation.

This is an exciting role where you will:

- Maintain and develop the existing Changing Faces website.
- Support internal teams to plan new content and campaigns in line with content design and best practice.
- Develop the charity's email programme to engage our supporters and grow our subscriber base.
- Support teams within the organisation to maximise awareness of our services and their impact and boost our online donations.

- Support the development of new digital tools and platforms to support people with visible differences, and the integration of these within our existing digital platforms

This role sits within the Communications, Campaigns and Digital team.



Key Activities

Platform management and technical expertise

- Oversee the Changing Faces website, including its maintenance and development, content creation, content optimisation for search and analytics.
- Maintain relationships with external suppliers for the charity's website and Google Grant Ads account, ensuring that agreed deadlines are met and that work is of high quality.
- Manage our Google Ad Grant, helping to amplify our online content and drive more people to our website.
- Measure and report on the performance of digital products, using available tools such as GA4, Looker Studio, Hotjar and Silktide and use insights to recommend short and long-term improvements.
- Provide technical expertise to teams e.g. the Individual Giving team with the charity's donation platform.
- Deliver digital training for colleagues as needed, for example writing for the web, SEO and analytics.

Content

- Ensure the charity's website content aligns with our brand and style guidelines and follows best practices for search engine optimisation and accessibility.
- Lead on the charity's subscriber email strategy, including content planning and creation, improving subscriber journeys and automations, and insight gathering.
- Optimise user journeys and experiences for our digital platforms, improving engagement and growing our web traffic and subscriber base.
- Carry out content audits and develop and implement a digital content governance model to ensure content is regularly reviewed.

Supporting the charity

- Collaborate with teams to plan new content and campaigns, ensuring the delivery of excellent user journeys and experiences.
 - Advocate for and facilitate flexible, user-centred ways of working in all aspects of our digital work, for example through user interviews, focus groups, remote testing and tracking.
 - Provide support within the charity for new digital services and products, including the integration of these within our existing digital platforms.
 - Champion the voices of people with a visible difference in all activities.
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- To undertake any other roles or responsibilities that may be reasonably required.

Person Specification

Criteria	Essential or Desirable
Skills	
First class verbal and written communication skills: able to speak confidently to all levels of the organisation to explain technical terms in plain English. Able to write effective and engaging content that is appropriate for the target audience.	E
Demonstrable ability to write for different digital platforms and audiences, in particular websites, creating content that aligns with the charity's branding, style guidance and industry standards and best practice.	E
A good knowledge of HTML, accessibility and organic SEO best practice.	E
A broad knowledge of digital and marketing disciplines.	D
Excellent problem solving and trouble shooting skills to investigate platform issues or provide support to teams.	E
Ability to work effectively, collaboratively and sensitively with a wide range of stakeholders and service users.	E
Excellent attention to detail and having the ability to maintain a high level of accuracy when working under pressure.	E
Experience	
Competent using digital platforms such as content management systems (CMS) email and donor management platforms and customer relationship management software (CRM), with the ability to quickly acclimatise to new software.	E
Experience with planning and creating content for a charity or similar organisation.	E
Experience using analytical tools to interpret complex data into insights and actions.	E
Experience supporting and implementing digital strategies and multi-stakeholder projects that support specific goals across the organisation.	D
Previous experience of working with external agencies.	D
Strong commitment to Changing Faces values, vision and purpose and to keeping the voices of people with visible differences at the heart of all work.	E
Willingness and ability to work flexibly in response to changing organisational requirements.	E

This is a description of the job as it is presently constituted. It is the practice of Changing Faces to examine job descriptions from time to time and to update them to ensure they relate to the job as then being performed, or to incorporate whatever changes are required to reflect the organisation's needs. This will be conducted in consultation with you. It is Changing Faces' aim to reach agreement on changes, but if agreement is not possible, the organisation reserves the right to insist on changes to your job description, after consultation with you.

Dated January 2024