

Digital Manager

Role Profile

Our vision is that every student loves their time at Southampton. We exist to:

- Help students find friendship groups;
- Support students to complete their degree programmes;
- Give students a voice in the University and wider community.

Your role in achieving this is described below.

Main Purpose of Role:

- 1) Deliver a data-led digital function
- 2) Lead on improvements and innovation to our digital systems/platforms
- 3) Maximise the operational delivery of our digital channels

Responsible to: Director of Marketing & Events

Responsible for: Digital Marketing Co-ordinator, PHP Developer & Web Dev Student Staff

Grade: 5

Main Duties of the Role

Deliver a data-led digital function

- Champion a data-led approach across SUSU to ensure that insight is at the forefront of decision making and identifies trends and insights, that will directly improve the performance of our digital channels.
- Utilise strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points.
- Lead on a test-and-learn approach across all digital platforms, taking ownership of assessing the successes and failures and following through to both strategic and operational change.
- Lead on the new loyalty scheme from a digital perspective, working with the new data streams to maximise engagement and growth opportunities.
- Work closely with the Insight Manager to ensure that the data being evidenced is fit for purpose and managed effectively.
- Contribute to digital/marketing effectiveness by identifying short-term and long-range issues that must be analysed and addressed.
- Measure and report performance of all digital marketing campaigns/channels and assesses against goals (ROI and KPIs).
- Ensure data is at the heart of all CRM developments and is linked effectively to all digital channels.

- Act as organisational champion for digital accessibility – ensuring a high level of understand and acting on proven requirements/improvements.

Lead on improvements and innovation to our digital systems/platforms

- Working with the Director of Marketing & Events, ensure that SUSU develops a digital strategy that is both robust and agile enough to adapt to the ever-changing landscape.
- Develop digital marketing skills in other SUSU staff members by providing information, educational opportunities, and experiential growth opportunities.
- Lead on and work with other colleagues across SUSU to create/build and implement a new CRM System and an operational plan for its use
- Continuously develop and deliver campaigns as part of email management, with a particular focus on loyalty, personalisation and segmentation
- Create a digital screens strategy that is actionable and based on the needs of the organisation as well as the feedback from students, whilst ensuring ability for growth.
- Take ownership for the improvements identified/required for our internal SUBOS system, project managing development requirements and driving the improvement plans.
- Champion the connectivity of digital systems, encouraging collaboration and simplicity wherever possible.

Maximise the operational delivery of our digital channel

- Manage SUSU's digital channels, including but not limited to: Email, Website, Digital Screens, SMS & CRM
- Take ownership of planning, monitoring and delivering dynamic and relevant content for our digital channels
- Manage the Digital budget in line with the strategic objectives of the organisation.
- Plan and execute all website changes and growth with a specific focus on using knowledge of CMS/SEO/SEM to implement changes to the existing and subsidiary websites
- Identify critical conversion points and drop off points and optimises user funnels.
- Use knowledge of retargeting strategies to build a campaign approach to support our website and CRM (loyalty)
- Bring skills and experience in CMS to train key staff members and provide point of expertise
- Act as website content guardian – working closely with the Digital team and wider stakeholders
- Focus expertise on email, improving engagement and response rates as well as identifying changes through regular testing.
- Take responsibility for our digital compliance both at internal policy level and at wider legal best practice and requirement.
- Set best practice examples for the other members of the Digital Team and the wider organisation.

Contribute to the overall effectiveness of SUSU by:

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- Managing your staff team to unlock their full potential, in line with policies and procedures covering the wide range of staff management issues, including: recruitment, induction and probation, personal development, performance management, disciplinary and grievance, holidays and absence management
- Preparing and managing the relevant budget(s), using resources effectively and efficiently, acting upon variances and taking account of financial procedures
- Developing and maintaining relationships with key internal and external stakeholders
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- Participating in and driving personal learning and development
- Attending all meetings and training events, as required
- Ensuring that statutory and legal obligations are met
- Supporting the implementation of SUSU Strategy, promoting our aims and values through the goals of the department's operational plans
- Promoting SUSU's various policies within your work, in particular Health & Safety, Equality & Diversity and Ethical & Environmental.
- Contributing to the positive image of the University of Southampton Students' Union with students, University and the local community working with the team to ensure a full service is provided at all times, providing cover as necessary.
- Ensuring personal knowledge and skills are updated to ensure effectiveness in meeting work objectives

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Role Specification

We have described below the range of experience, qualifications, knowledge, skills and attributes we are looking for. We will use this to manage our selection process and also to identify any training and development needs once in post.

KEY/QUALIFICATIONS/EXPERIENCE REQUIRED	ESSENTIAL	DESIRABLE
A degree (ideally in Marketing/Digital) OR a demonstratable experience in a similar Marketing/Digital role	X	
Excellent written and verbal communication skills across a range of mediums and audiences	X	
Excellent interpersonal skills, with the ability to forge relationships with colleagues at all levels	X	
Experience of working with both front and backend digital platforms	X	
Experience of using website CMS i.e. WordPress or similar	X	
Experience of an email software, i.e. Mailchimp or similar	X	
A good understanding of and experience of working with CRM platforms	X	
Experience of working in a fast-paced digital/marketing environment		X
Experience of creating content (both written and visual) for a range of marketing channels	X	
Experience of managing projects and deadlines	X	
Experience in website layout and creating online design elements	X	
Highly organised approach to managing workload	X	
Excellent attention to detail	X	
Line Management experience		X
Ability to work on own initiative and effectively in a team	X	
Commitment to and passion for the values and purpose of a Students' Union		X
Commitment to and knowledge of equal opportunities – including inclusivity and access issues		X
Commitment to and an understanding of Equality & Diversity, Ethical & Environmental issues and Health & Safety		X

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Our Values

As an organisation, our values underpin our work and guide what we live by in order to achieve our mission:



Stand Strong

We stand up for students and make sure their voice is heard.

We stand strong when facing challenges and are not afraid to be different. We think big and work to achieve great things.



Join Together

We are an inclusive and diverse community of students and staff

We join together with each other, the University, and the local community to make a positive difference.



Take Responsibility

We take action on the issues that matter to students and act with integrity.

We continually work to be more sustainable, challenge discrimination and prejudice. We strive to be a force for good for students and wider society.