

JOB DESCRIPTION

- Job Title:** • Senior Digital Officer
- Department:** • Communications
- Contract:** • One-year maternity cover, full-time
- Salary:** • Up to £41,000 per annum plus generous benefits
- Reporting to:** • Senior Digital Manager
- Direct Reports:** • None
- Location:** • Victoria, London (hybrid – working one to three days in the office each week)
- Website** • www.nhsproviders.org

About NHS Providers

NHS Providers is the membership organisation for the NHS hospital, mental health, community and ambulance services that treat patients and service users in the NHS. We help those NHS foundation trusts and trusts to deliver high-quality, patient-focused care by enabling them to learn from each other, acting as their public voice and helping shape the system in which they operate.

NHS Providers has all trusts in England in voluntary membership, collectively accounting for £124bn of annual expenditure and employing 1.5 million people.

We are highly regarded for our effectiveness and impact. We are the 'go to' organisation for comment and debate on the issues facing public providers of NHS services, and we believe that the work we do makes a real difference to our members, their staff, and patients.

We are a busy, high performing team of around 100 staff, based in central London, although we are flexible and work in a hybrid format, with both office and homeworking.

Our values are at the centre of who we are, what we do, and how we behave:



The role

NHS Providers is digitally transforming, and the digital team, which sits within the communications directorate, is a key part of making that happen. This senior digital officer role supports the ongoing strategic development of the organisation in key digital marketing areas, including website, analysis and evaluation, audio-visual outputs, eMarketing, and social media. The role will also support wider membership communications activities.

A substantial part of this maternity cover role will be supporting the senior digital manager deliver the organisation's new website. This will entail project managing the website redevelopment work and launch, working closely with our digital agency as well as with colleagues within NHS Providers. Alongside this, you'll be supporting work on our new content strategy, ensuring our digital channels reflect the outcomes. You'll also be responsible for working on and developing our analysis and evaluation of digital communications within the organisation.

Job purpose

Your work is key to ensuring NHS Providers grows its audience, drives engagement and maintains its position as a key voice for its members. You're here to keep the organisation moving and growing through skilled project management, supporting strategic development of systems, digital organisational change through content strategy and system development and improvement.

Main duties

Your key accountabilities and responsibilities include:

- Supporting the senior digital manager to deliver the website redevelopment project up to launch and beyond.
- Acting as main point of contact for the website and CMS once launched, leading on resolution of day-to-day queries and development projects with agency.
- Working with the senior digital manager to develop and implement effective analysis and evaluation across the organisation and within our team.
- Producing and presenting monthly evaluation/analytics presentations to team, and quarterly to senior management team (with support of the senior digital manager).
- Supporting the strategic development of our eMarketing processes and ways of working.
- Delivering induction and ad-hoc training on Dotdigital (eMarketing system) and Umbraco (website CMS).
- Helping develop and acting as champion for implementation of the organisation's new content strategy, ensuring it's understood and adhered to by teams.
- As part of this, developing and delivering updated processes and training guidance on eMarketing, website, audiovisual, social media and more.
- Publishing content on and managing system use and evaluation metrics for social media scheduling system Sprout.
- Championing of our house style and tone of voice, both during induction and in content production.
- Supporting production and quality control of digital communications (branding, house style, writing for the web, analysis).
- Supporting improvements in data cleanliness and technical processes through collaboration with the CRM team.

Experience and understanding

Person Specification

Attributes	Essential criteria	Desirable criteria
Experience	<ul style="list-style-type: none"> ✓ Background in digital marketing-focused roles. ✓ Technical website management and understanding of techniques for improving user experience. ✓ System management of eMarketing platforms such as Dotdigital (including best practice knowledge around content production and data cleanliness). ✓ Analysis and evaluation using systems including Google Suite, Hotjar etc. ✓ Project management – working with cross-functional teams to deliver outputs. ✓ Writing for the web – content creation and copywriting skills. ✓ Planning and delivering social media content (X, LinkedIn) and scheduling system management (Sprout or similar). 	<ul style="list-style-type: none"> ✓ Audio/video production and editing.

Knowledge	<ul style="list-style-type: none"> ✓ CMS – content development, supplier relationship, development experience, (bug fixing, UX). ✓ eMarketing systems (for example Dotdigital) - understanding templates, automation, segmentation, dynamic content, data, CRM integration etc. ✓ Google Suite or similar analytics offering. ✓ SEO – practical application of best practice to optimise web content. ✓ CRM – understanding and experience of using CRM (we use Microsoft Dynamics) for marketing purposes and how this integrates with CMS. ✓ Adobe Suite – specifically Premiere Pro/Audacity or similar. ✓ Use of Microsoft 365 (Outlook, Word, Excel, Powerpoint etc). 	<ul style="list-style-type: none"> ✓ Understanding of the NHS and policy areas within it. ✓ Understanding of current industry trends. ✓ SEO – use of systems such as AHREFs, Search Console, broken link checking sites etc. ✓ Project management systems like Monday.com. ✓ Understanding of event marketing (acquisition and retention).
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Skills	<ul style="list-style-type: none"> ✓ Proactivity – able to take work initiative without senior input to develop and/or resolve time-sensitive issues. ✓ Project management – planning and implementation skillset. ✓ Writing and proofreading – understanding of content creation and copywriting, and differences cross-channel. ✓ Analysis and evaluation – presentation with commentary and guidance rather than just presenting facts. ✓ Relationship management – ability to build strong, productive working relationships with internal and external stakeholders to support change management. ✓ Attention to detail and organisational skills. 	<ul style="list-style-type: none"> ✓ Canva – editing graphics/images for cross-system digital outputs.
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Job descriptions cannot be exhaustive and so the post-holder may be required to undertake other duties which are broadly in line with the above key responsibilities.

NHS Providers is committed to equality of opportunity and of eliminating discrimination. All employees are expected to adhere to the principles set out in its Equal Opportunities Policy and all other relevant guidance/practice frameworks.

Equality and diversity

We're working hard to ensure that we are diverse and inclusive in all we do. This runs from how we gather, author and share the thought leadership that the organisation puts out to how we engage with our members and the wider public. It includes how we recruit staff and procure partners and services, through to how we give people opportunities to develop, grow and advance their careers.

We are committed to the development of positive policies to promote equal opportunities in employment, regardless of age, disability, gender reassignment, race, religion or belief, sex, sexual

orientation, marriage and civil partnership, pregnancy, and maternity. This commitment will apply to recruitment and selection practices, learning, and development and internal promotions.

Place of work and hours

NHS Providers' office is located in Victoria, London. We are working in a hybrid format, where staff work between one and three days a week in the office.

NHS Providers is supportive of flexible working and will give reasonable consideration to requests for reduced hours/part time working, compressed hours, staggered hours (early start/late finish etc), annualised hours, and job sharing.

Staff benefits and groups

We offer a wide range of benefits:

- 25 days holiday plus two additional days off at Christmas.
- Personal development training and memberships to professional bodies.
- Study leave, help another leave day, service-related leave and the potential to purchase up to five days extra off per year.
- Enhanced maternity and paternity leave pay.
- Season ticket loan for travel.
- Access to life insurance and dental plan.
- Enhanced pension scheme.
- Flu jabs.
- Eye test.
- Cycle to work scheme.
- Health and wellbeing initiatives.
- Access to the employee assistance programme, a confidential counselling service.

For more information, please contact HR by emailing HR@nhsproviders.org.

We also run a number of staff groups to provide support and a safe space to discuss issues that matter to staff:

- The Race Equality and Cultural Inclusion group.
- Mental Health group.
- LGBTQ+ group (Proud Providers).

How to apply

Please send a CV and covering letter setting out why you are interested in the role and how you meet the person specification to recruitment@nhsproviders.org by 12 noon, on Thursday 08 August 2024.

Interviews will take place in the **week commencing 19 August 2024**

For an informal conversation about the role, please contact Miriam Zendle, Senior Digital Manager, miriam.zendle@nhsproviders.org.