DIGITAL CONTENT AND EXPERIENCE MANAGER
JOB DESCRIPTION AND PERSON SPECIFICATION
1. Job details

Job title: Digital content and experience manager

Responsible to: Digital programme manager

Directorate/Department/Team: Planning and resources/Digital and communications

2. Job purpose

To deliver high-quality digital experience for NCVO’s audiences by planning, delivering, monitoring and optimising content across our websites.

3. Dimensions

Works closely with the digital programme manager, as well as stakeholders throughout the organisation.

Plans and oversees delivery of high-quality digital content, in line with our content strategy, that meets user needs and organisational goals.

Monitors content quality and performance, leads user experience optimisation and ensures a strategic, user-centred and performance-focused approach at all times.

Line manages one digital content editor and two digital assistants.
4. Organisation chart

5. Main accountabilities of the post

1. Plan and oversee delivery of high-quality digital content that meets user needs and organisational goals:
   - Lead quarterly content planning process, collaborating with content/product owners and marketing leads across the organisation to plan and prioritise work across our suite of websites
   - Manage and develop NCVO’s content production workflows in line with team and stakeholder needs to facilitate smooth and efficient working
   - Manage and oversee content projects such as reviews and migrations, keeping stakeholders updated on progress and escalating any risks to delivery

2. Monitor content performance, develop user insights and lead user experience optimisation across all platforms:
   - Monitor and analyse website statistics, collaboratively determining and reporting on meaningful KPIs with stakeholders and fostering a performance-based approach
   - Design and deliver user research and usability testing to shape content decisions and user experience enhancements
   - Use insights to solve problems and identify gaps and opportunities to better achieve user goals
• Work with colleagues to ensure campaign plans and product roadmaps take into account best practice in user experience, helping to embed a culture of testing, learning and improving.

3. Monitor content quality and increase NCVO’s capacity to create high-quality digital content:

• Oversee balance, quality, consistency and strategic direction of content and key user journeys across all platforms
• Ensure content adheres to best practice in relation to accessibility, search engine optimisation and responsive design
• Ensure that tagging and tracking is properly implemented and maintained
• Own and develop NCVO’s digital content policy, style guide and tone of voice guidelines, encouraging high editorial standards across the organisation
• Develop skills and understanding across the organisation in relation to digital content and experience

4. Other:

• Keep up to date with emerging digital technologies and best practice in digital content design, user research and user experience, identifying where we can improve ways of working, innovate and add value for our diverse customer base
• Build and manage positive and collaborative relationships with internal stakeholders and digital agencies
• Support the digital programme manager with strategic development of digital products and input on digital projects as required
• As a member of the digital team, manage all work-related contacts and projects on NCVO’s CRM system and digital tools, and keep team planners and wiki up to date

6. Work context

Each day, millions of people make a difference to the causes they believe in through voluntary organisations and volunteering.

This thriving voluntary sector and volunteer movement are essential for a better society – especially in times of challenge and change.

That’s why, inspired and empowered by our 12,000 members, NCVO champions the voluntary sector and volunteering. We do this by connecting, representing and supporting voluntary organisations, from the smallest community groups to the largest charities.

The planning and resources department is one of three departments at NCVO. The department’s objective is to provide high quality, customer focused services that enable NCVO trustees and staff to achieve the organisation’s aims.
The digital and communications team leads and develops NCVO’s digital and online work, including:

- turning NCVO’s strategy into an effective programme of digital work
- increasing NCVO’s digital maturity, managing changes in governance and delivery methodology to ensure digital products and services are effective
- management of new product development and maintenance of a large portfolio of existing products
- content strategy
- online engagement culture and practices
- digital literacy, skills and confidence across the organisation
- communications campaign planning across email and social media.

The team leads and develops other communications functions, including:

- development and use of NCVO’s brand, including brand positioning, visual identity and tone of voice
- commissioning and production of publications (both print and digital)
- management and/or sign off all design projects
- management and development of our CRM.

The other two departments are:

- enterprise and development
- public policy and volunteering.

NCVO is an equal opportunities employer and is Positive about Disabled People.

7. Autonomy and decision-making

The post holder has day to day responsibility for implementing NCVO’s content strategy, scheduling and prioritising the development and publication of content across NCVO’s suite of websites.

The post holder is responsible for managing their own workload and making judgements on short-medium term priorities for themselves and others in the team, in consultation with the digital programme manager and within the context of NCVO’s priorities.

The post holder is expected to determine how to approach projects, and manage these projects independently, escalating to the digital programme manager when issues or risks arise.

The post holder ensures that all expenditure related to content production and user research is managed within the agreed budget and adheres to NCVO’s financial management practices.
8. Communications

The post holder communicates both internally and externally with a wide range of people.

**Internal**

Builds effective and positive working relationships with staff at all levels across the organisation to scope and plan the production of high-quality digital content, in line with our content strategy.

Influences staff throughout NCVO in relation to NCVO’s digital content policy, style guide and tone of voice guidelines, encouraging high editorial standards across the organisation.

Influences and supports staff throughout NCVO to develop skills and confidence in digital content and user experience, through training and coaching.

**External**

Liaises externally with digital agencies and content creators as required.

9. Main areas of difficulty

NCVO is an ambitious organisation which publishes a high volume of content. The post holder must therefore exercise judgement and pragmatism to ensure that content is of a high standard, whilst also ensuring efficient production workflows to meet organisational goals and priorities in a timely manner.

Quickly building effective and positive working relationships with staff at all levels across the organisation is critical to success. This will require the post holder to exercise a high level of judgement and tact in determining the appropriate course of action. They must be willing and able to take account of a range of viewpoints, some of which are likely to be in conflict and must be skilled in persuading colleagues of the most appropriate course of action.

The post holder is expected to improve how NCVO monitors content performance, develops user insights and optimises user experience. This will require the post holder to influence and support colleagues within the digital and communications team and across the organisation (including individuals with no knowledge or literacy in digital) to develop new skills and work in new ways. Driving this culture change, against a backdrop of a high volume of work, will be a challenge.
10. Essential knowledge and skills required

Knowledge

1. Educated to degree level, or experience that demonstrates equivalent ability to analyse information
2. Knowledge and understanding of the charity sector
3. Up-to-date knowledge of and genuine interest in content strategy, user experience principles/design techniques and emerging digital trends

Skills

4. Excellent line management and coaching skills
5. Ability to maintain positive relationships utilising exceptional communication, collaboration, influencing and problem-solving skills
6. Excellent planning and organisational skills with ability to negotiate and manage multiple priorities

Experience

7. Producing and publishing optimised, accessible website content for a range of audiences
8. Using content management systems and data analytics packages
9. Using data and research to shape decisions and improve outcomes
10. Working on digital projects using an agile methodology

11. General information

To, at all times, adhere to NCVO’s policies on:

- equal opportunities
- diversity and dignity at work
- health and safety
- confidentiality
- no smoking
- environment and sustainability.