

Digital Officer Communications

Overview	
Role Purpose	Manage content, functionality and discrete projects across Notting Hill Genesis' (NHG) websites, intranet, and social media channels in line with NHG's objectives and digital best practice and standards.
Responsible for	<ul style="list-style-type: none"> • Ensure digital platforms are kept up-to-date and are performing effectively. • Train and manage the network of sub-editors and subject matter experts, ensuring that best use is made of our digital platforms and standards are adhered to. • Work with the communications team to implement digital communications campaigns and strategies.
Reports to	Head of communications
Line management	n/a
Tier	8
Expectation Level	Colleague
Role relationships	
Internal	<ul style="list-style-type: none"> • Liaising with content, process and functionality stakeholders across the business • Managing departmental sub-editors to maintain content • Working with IT to ensure smooth deployment and server/system integration processes
External	<ul style="list-style-type: none"> • Working with external suppliers of digital platforms

Role accountabilities
Strategy and planning <ul style="list-style-type: none"> • Support the head of communications to provide expert digital communications services for internal colleagues and their customers. • Take the lead on managing discrete projects as directed by the head of communications. • Attend meetings as requested by and on behalf of the head of communications and champion the work of the team across the wider organisation.

Role accountabilities

Collaboration and partnership working

- Liaise with suppliers and colleagues to help ensure full functionality of NHG's online presence both internally and externally.
- Work closely with colleagues in the communications team to ensure a joined up approach across work and platforms.
- Monitor and analyse use of digital channels, reporting and taking action to continuously improve their performance.
- Contribute to digital and communications planning on an ongoing basis.

Managing and developing digital platforms

- Support digital platforms and deliver projects as required, ensuring features and functionality are fit-for-purpose and user-friendly.
- Manage online information and guide the creation of engaging content for NHG's website, microsites, intranet and social media channels, ensuring all content meets NHG's business needs.
- Ensure NHG's digital presence follows standards, guidelines and best practice for content, navigation, accessibility, usability, data protection, design and corporate brand.
- Manage CMS and digital guidelines to support training of sub-editors and ensure standards are adhered to.
- Carry out user acceptance testing (UAT) to help improve usability, accessibility and user experience.
- Train and support staff sub-editors and contributors in using content management systems and other digital platforms/tools, and in producing digital content to ensure high and consistent standard.
- Help increase use of our digital platforms through search engine optimisation (SEO) and marketing in line with communications' plans and best practice, to maximise use and achieve business goals and objectives.
- Ensure a consistent tone, look and feel across all web and digital platforms, in line with NHG's corporate identity.

Administration and best practice

- Work with the communications team to use our online platforms to support NHG during crises and emergencies as needed.
- Support the communications team with other tasks as and when required.
- Follow and contribute to systems and processes to enable the team to work and report efficiently and effectively.

General

Role accountabilities

- Ensure you follow the financial regulations, policies and procedures at NHG.
- Ensure that you follow relevant Health and Safety policies and related procedures, keeping up to date with changes and taking action to maintain personal health and safety and that of others.

The tasks and responsibilities outlined above are not exhaustive; the post holder may undertake other duties as is reasonably required.

To do the job well, we have outlined the knowledge, experience, and skills you need to do the job.

Personal Specification

Professional expertise (know how & experience)

Essential

- Proven experience of delivering digital projects and managing digital services across corporate websites and intranets.
- Knowledge and experience of digital best practice and accessibility standards.
- Experience of training and supporting digital content sub-editors.
- Experience of working with digital agencies.

Desirable

- Information management experience.
- Experience of using social media for content marketing and/or engagement.

Skills

Essential

- Good working knowledge of digital technologies including content management systems, HTML, Google Analytics, image-editing software.
- Excellent written communications, including writing for different audiences and digital channels.
- Effective IT skills including advanced Office 365 suite.

Desirable

- Experience of using basic project management methodologies such as Agile to deliver digital projects.

Qualifications and/or professional membership

Essential

Desirable

A degree, HND (or equivalent) or professional qualification in digital communications or a related field, or comparable expertise professional membership gained through in-work experience.

NHG Expectations

NHG expectations framework outlines what we expect from our staff at the five different expectation levels we have across the organisation.

This role is a colleague expectation level and therefore you should refer to the colleague expectation profile in addition to this role profile.

The full NHG expectations framework is available on our external job site page and intranet, Milo.

You'll be assessed on the knowledge, experience, skills, and expectations criteria at various stages throughout the selection process.