

Role Profile

Role Title:	Digital Content Specialist
Department:	Corporate Affairs
Role Purpose:	<p>The purpose of the Marketing and Communications team is to deliver a first class integrated communications platform to staff, customers and stakeholders using the full mix of channels and to ensure that Midland Heart is has a strong, clear and consistent brand.</p> <p>The Digital content Specialist will have full ownership for our digital presence and the development of day-to-day engaging content.</p>
Reporting to:	Marketing and Communications Delivery Manager
Responsible for:	n/a
Disclosure level:	n/a
Role Level:	Frontline Worker

Key Role Responsibilities	<p>Work closely with the Delivery Manager to manage the key corporate communication channels including website, intranet, e-newsletter and social media ensuring these platforms are updated regularly with quality, motivating and informative communication, so they continue to be reliable and accurate sources of information.</p> <p>Monitor and evaluate valuate key analytics (e.g. google analytics) to ensure the effectiveness of online content and make recommendations for future initiatives.</p> <p>Support our plans for channel shift and get more of our customers interacting with us online</p> <p>Lead on the development of digital marketing techniques such as E-zines, presentations and infographics</p> <p>Provide professional advice and suggestions for on-going innovation to internal stakeholders</p> <p>Work with the Marketing and Communications Specialist and PR Lead to deliver creative digital campaigns that increase brand awareness, reach, and engagement with our customers and stakeholders</p>
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	<p>Use e-marketing to help us communicate with our customers and other stakeholders</p> <p>Monitor our social media channels and work with our customer service team to ensure our responses are in line with our values and wider business strategy</p> <p>Evaluate activity on social media to report to our executive team</p> <p>Coordinate our website content to ensure it is accurate, up to date at all times and consistently delivers an outstanding customer experience</p> <p>Oversee the development of our website and be responsible for delivery of customer self-serve options</p> <p>Delivery of web development projects to improve the customer journey on our website, in line with strategic business goals</p> <p>Create original content while including necessary keywords, titles and descriptions to improve the performance of our website to meet marketing objectives and desired search positions</p> <p>Ensure all online content is developed in line with website best practice and brand guidelines</p> <p>Support the proactive management of contracts with external suppliers in line with contract management framework</p> <p>Take responsibility for budgets allocated to your digital projects, obtaining value for money quotes, monitoring spend and maintaining within budget.</p> <p>Work closely with other teams in the directorate</p> <p>Keep up to date with all communications, marketing and digital trends to ensure professional development and that Midland Heart is making use of best practice.</p>
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<p>Education, Qualifications and Training</p>	<p>Evidence of professional development related to digital marketing e.g CIM Award in Mastering Digital Channels</p>
<p>Knowledge and</p>	<p>Previous marketing and communications experience from within a complex, commercial, multi-divisional organisation.</p>

<p>Experience</p>	<p>Experience of open sourced CMS platforms, ideally Umbraco, to improve the website customer experience.</p> <p>Experience of digital story-telling, briefing photographers and film-makers</p> <p>Previous experience of strong copy production and editing skills</p> <p>Experience in using Google Analytics to understand user online behavior</p> <p>A strong track record of effectively using and developing a presence on, key social media platforms (including Facebook, LinkedIn, YouTube and Twitter) in a professional capacity to build relationships and share information</p> <p>Experience of advising senior internal and external stakeholders.</p> <p>Experience of using a range digital channels to meet the objectives of marketing and communications projects</p> <p>Experience of creating social media content plans</p> <p>Experience of managing prioritising multiple projects , including managing budgets and external suppliers</p> <p>Knowledge and understanding of marketing and communications techniques.</p> <p>Knowledge of how to engage with hard to reach audiences</p>
<p>Role Specific Skills & Behaviours</p>	<p>Outstanding writing skills for online content</p> <p>Proven project management skills</p> <p>Good analytical skills- ability to show trends</p> <p>Ability to manage multiple priorities effectively</p> <p>Photoshop/In Design skills are desirable</p> <p>High level of influencing and interpersonal skills</p> <p>Creative flair and imagination</p> <p>Evidence of ability to travel throughout area of operation.</p>

Works well in a team, including those outside of the department and the organisation, as well as being comfortable working alone.

Be comfortable with our organisation's values and be happy to demonstrate these values in action in your work

A commitment to flexible working patterns and style to meet business needs and pressures.

Understanding of and commitment to the principles of equality and diversity.