

Role Profile

Role Title:	Digital & Website Officer
Department:	Corporate Affairs
Role Purpose:	The Digital and website Officer will have full ownership for our website and the development of day to day engaging content, to enhance the customer experience and to ensure that Midland Heart is has a strong, clear and consistent brand.
Reporting to:	Digital Content Manager
Responsible for:	n/a
Disclosure level:	n/a
Role Level:	Frontline Worker

Key Role Responsibilities:	<ul style="list-style-type: none"> • Manage our key customer communication channel, our website, ensuring the platform is updated regularly with high quality, motivating and informative communication, so it continues to be a reliable and accurate sources of information • Monitor and evaluate valuate key analytics (e.g. google analytics) to ensure the effectiveness of online content and make recommendations for future initiatives • Deliver channel shift getting more of our customers interacting with us online • Lead on the development of digital marketing techniques such as E-zines, presentations and infographics • Deliver creative high-quality e-marketing campaigns to help us communicate with our customers and other stakeholders • Coordinate our website content to ensure it is accurate, up to date at all times and consistently delivers an outstanding customer experience • Oversee the development of our website and increase delivery of customer self-serve options • Delivery of web development projects to improve the customer journey on our website, in line with strategic business goals • 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 • Ensure all online content is developed in line with website best practice and brand guidelines • Support the proactive management of contracts with external suppliers in line with contract management framework.
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<p>Education, Qualifications & Training</p>	<ul style="list-style-type: none"> • Educated to degree level or equivalent technical level of expertise demonstrated through significant work experience. • Evidence of professional development related to digital marketing e.g. CIM Award in Mastering Digital Channels
<p>Knowledge & Experience</p>	<ul style="list-style-type: none"> • Experience of working within a marketing and communications team of a large organisation. • Experience of open sourced CMS platforms, ideally Umbraco, to improve the website customer experience. • Significant experience in designing engaging content for web, socials and other digital channels. • Experience of digital storytelling, briefing photographers and film-makers. • Previous experience of strong copy production and editing skills. • Experience in using Google Analytics to understand user online behaviour. • Experience of advising senior internal and external stakeholders. • Experience of using a range digital channels to meet the objectives of marketing and communications projects. • Working knowledge of HTML. • Knowledge and understanding of marketing and communications techniques. • Knowledge of how to engage with hard to reach audiences.
<p>Role Specific Skills & Behaviours</p>	<ul style="list-style-type: none"> • Outstanding writing skills for online content. • Proven project management skills. • Good analytical skills- ability to show trends. • Ability to manage multiple priorities effectively. • Photoshop/In Design skills are desirable. • High level of influencing and interpersonal skills. • Creative flair and imagination. • 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. • Evidence of ability to travel throughout area of operation.