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| **Post:** | **Digital Content Lead** |
| **Location:** | Hybrid (a mixture of homeworking and minimum of 40% in the office in Leeds) |
| **Contract:** | Full-time (34.5 hours per week) *Some evening and weekend work may be required, for which flex time off will be given* |
| **Reports to:** | Digital Manager |
| **Direct Reports** | None |
| **Band** | C |
| **Last Reviewed** | March 2024 |

**Purpose of Role:**

At Epilepsy Action we are committed to creating a world without limits for people affected by epilepsy. All our roles contribute to achieving our ambition.

The Digital Content Lead is responsible for developing content in a digital context across both our website, email = and other online platforms to maximise reach, impact and engagement.

This includes the development of imagery, videos and infographics appropriately to communicate, inform and engage with end-users.

**Accountabilities:**

Epilepsy Action must be effective in tour communication and reaching as many people as possible. Therefore the accountabilities of the role include:

* Developing and maximising content across all digital platforms
* Working with stakeholders to promote services and fundraising activity through email
* Optimisation of content to improve user experience and site SEO performance
* Collaborating with people across the organisation to ensure that content is meaningful, purposeful and reaching intended audiences
* Work as part of project groups to develop, implement and improve content across digital platforms

**Responsibilities:**

**Strategy and organisational development**

* Responsible for contributing to the development of team and department plans, taking an active role in the development of the digital strategy implementation
* Positively and proactively engages with organisational change
* Processing and reviewing complex information and data to monitor and make recommendations to maximise impact and improve engagement

Optimisation of content to Improve user experience and site performance

* Through experience and data analysis support colleagues across the organisation to optimise briefs to achieve the outcomes they desire through content development and management
* Collating recording and presenting digital performance information across all web pages to relevant internal stakeholders
* Collate, research and present digital performance. Helping to provide content steer to internal writers who are either reviewing or creating a new webpage.
* Use Google Analytics and Hotjar to identify issues and opportunities related to user experience.
* Engage users to receive feedback to make recommendations and changes to improve user journey and experience
* Oversee testing of new systems and products and support “go live” preparation by acting as the central point of contact for reporting bugs and ensuring pre-go-live checklists are completed.
* Ongoing monitoring of optimisation of pages and engagement and make recommendations to internal stakeholders for improvement and development.
* Maintain positive website health (e.g. finding and fixing 404’s, reviewing website speed scores, avoiding duplicate content) using analysis tools such as GT Metrics and Google Search Console.
* Provide support through provision of technical support and problem solving

Creation of content

* + Collaborative development of content for online platforms in line with the organisation’s quality standards and brand guidelines.
  + Ensure that all content is accurate, factual, and current.
  + Engage with end users to ensure content is accessible, informative and achieves its purpose
* Act as a central point of contact for the administering our CMS platforms
* Co-ordinating large updates where multiple webpages are being updated as part of a wider set of user experience improvements.
* Capturing images at organisational events via photography, video and feedback
* Providing support for online communities as required

**Web development**

* Liasing with stakeholders across the organisation to develop web content.
* Optimising visual content/imagery to sit within written content (From acquiring imagery, to approving content).

Actioning day-to- day updates across our main site, and 3 microsites. (This includes updates to existing webpages and forms, and actioning new, time-sensitive content (eg. Drugwatch, form updates)

**Email marketing**

* Designing and testing emails to promote our services and fundraising activities
* Building marketing campaigns and onboarding journeys for service users

Promotion of Epilepsy Action as a Digital First Charity

* Empower, support and provide training to colleagues in other departments to adopt digital into their work.
* Required to maximise the use of digital platforms, including the CRM and other systems, to review a wide range of information and data.

**People and Resources**

* Responsible for the delivery and coordination of projects within agreed parameters, with limited supervision
* Responsible for supporting the wider organisations volunteer strategy and may have some responsibility for supervising volunteers
* Supervision, coaching and mentoring of more junior colleagues, including apprentices
* The role may be responsible for purchasing within pre-agreed budgets when working on projects

**Governance and Risk**

* Ensure all work meets the charity’s quality standards, complies with its corporate brand and with confidentiality, data protection, health and safety, equal opportunities and other legislation and established Epilepsy Action policies and procedures.
* Ensure all work is accessible and that the charity’s commitment to diversity, inclusion and equal opportunities is planned into all work in a relevant and effective manner.
  + Responsible for compliance with relevant digital and content legislation e.g copyright

**Stakeholder Relationships**

This role will work closely Works closely with a range of internal and external stakeholders through:

* Collaboration with departments across the organisation to ensure the organisations strategic objectives are achieved in an efficient and collaborative way.
* Working with external stakeholders to achieve the objectives of the department and fulfil requirements
* Assisting in the procurement of new suppliers to partner and provide services to achieve goals
* Communicates ideas and plans in an appropriate and sometimes detailed manner, dealing with some sensitive or technical information.

**Key Relationships**

* Wish Agency
* Blacklab
* Corefinity
* Digital providers
* Website host providers
* Ensure that we have good relationships with our eLearning support agencies with regular planned maintenance to protect performance.

**Other**

* Completing any other duties relevant and appropriate to the role
* Supporting the wider digital team through absence/holidays/busy times
* Maintain own professional networks and promote Epilepsy Action on a local and national level
* Expected to have or gain an understanding of epilepsy.

**Person Specification:**

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|  |  | **Essential** |  | **Desirable** |
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| **EXPERIENCE, KNOWLEDGE & QUALIFICATIONS** |  | * Experience of creating engaging web content including copywriting and working with designers to create impactful supporting images and video * Knowledge of web technology including the use of Content Management Systems * Experience of documenting project definition and scope * Experience using email building software and awareness of email marketing best practice * Demonstrable problem-solving skills and a track record of self-directed learning using online resources to improve knowledge of how to use online tools / software. * Strong project management skills including the ability to multi-task and hold colleagues to deadlines. |  | * Experience of developing and writing accessible resources for professionals and members of the public with diverse needs, preferably in an e-learning environment * Experience of Conversion Rate Optimisation using Google Analytics and other tracking tools such as HotJar. * Project management qualification or experience |
|  |  |  |  |  |
| **SKILLS & ABILITIES** |  | * Creative design and development in line with brand guidelines or clear specifications * The ability to help colleagues with less technical experience to publish content to the web through empowering them with knowledge and confidence. * The ability to write engaging content that educates, informs and gets users to take action * Good organisational skills and the ability effectively to coordinate and collaborate with colleagues to work to deadlines * Digitally aware and able to use the relevant digital tools for the role. |  |  |
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| **VALUES & ATTITUDE** |  | * Demonstrable commitment to our vision, aims and values. * Committed to ensuring people who work with us have a positive or use our services have a positive experience and receive quality services and information * Committed to ongoing personal development * Committed to maintaining up to date digital skills * Willing to work flexibly and outside core hours, and travel as required to ensure smooth running of the service. |  | GCHQ Disability Confident Leader - GCHQ.GOV.UK  **Creating a world without limits for people with epilepsy!**  **We will make a difference by being:**  **Ambitious 🞟 Inclusive Empowering 🞟 Supportive** |