JOB DESCRIPTION

JOB TITLE:	Digital Content Manager
RESPONSIBLE TO:	Head of Marketing & PR
DATE:	January 2014
OVERALL OBJECTIVES:	To support the Foundation of Light digital platforms and be responsible for the Digital Strategy.

MARKETING/PR	
	Core Value:
• Developing and implementing the Foundation's digital strategy	• **2**
• Have overall responsibility for the Foundation's website and social media channels	• **2**
• Providing a first-class digital experience for the Foundation's stakeholders	• **5**
• Ensuring that the Foundation's digital channels are the number one source of information about the charity by managing and improving content across its digital channels.	• **3**
• Growth of website statistics, including unique users, page impressions, pages per visit and dwell time	• **2**
• Growing the Foundation's email database and continually enhancing email communications with supporters, customers and partners	• **2**
• Ensuring digital channels are appealing to potential partners / sponsors and therefore commercially viable	• **2**
• Developing the Foundation's social media channels and engaging (potential)donors through social media pages	• **4**
• Increasing viewing figures of the Foundation's YouTube channel and commissioning the production of quality, engaging content	• **4**
• Identifying areas for promotion and digital development within the Foundation	• **4**
• Create content for and set up the Foundation e-bulletin newsletters using Mail Chimp/Raiser's Edge broadcast system	• **2**
• Update website	• **2**
• Write email signatures	• **2**
• Write matchday programme stories	• **2**
• Write web stories	• **2**
• Manage the cataloguing and showcasing of the Foundation photo library	• **2**
RAISING FUNDS	
• Lead on planning, developing and implementing digital fundraising campaigns	• **1**
• Support wider Foundation of Light teams in advising on digital platform opportunities to generate income	• **1**
• Oversee the implementation of Foundation merchandise sales online	• **2**
• Help create strategies to drive sales traffic for events and soccer courses onto the website	• **5**
• Design and implement processes to ensure data collection and customer information is efficiently being channeled onto Raiser's Edge via the website	• **5**
• Identify new ways in which the Foundation can generate funds via digital channels.	• **4**
• Assist in the planning of and participate in fundraising events, as applicable.	• **1**
• Maintain accurate statistics, create and maintain records and produce reports as required.	• **2**
• Help update the Raisers Edge system.	• **2**
RESEARCH	
• Developing new ideas for exclusive and engaging content in line with the Foundation's digital media strategy	• **3**
• Research potential public sector, private, individual and Trust and Foundation donors from newspapers, Internet and publications	• **6**
• Keep up to date with the latest developments in digital channels, social media, online marketing and fundraising and provide papers with recommendations, where applicable, for senior managers	• **4**

PERSONAL SPECIFICATION

ADMINISTRATION	
• The creation of new and engaging content for the Foundation website and other digital channels, fulfilling copy needs on a daily basis and delivering creative, well-structured and accurate stories in accordance with tight deadlines	• **3**
• Help develop a 'roadmap' and 'demand schedule' for the repurposing of content across all digital channels to plan the department's needs and workload	• **2**
• Ensure all areas of website are up to date, including soccer courses, news and forthcoming events, writing stories for the website from relevant press releases and from liaison with relevant departments	• **1**
• Day to day upkeep/maintenance of the Foundation website ensuring all pages and links are tested prior to going live.	• **2**
• Liaising with the external web developer on website maintenance and specific projects	• **1**
• Liaison with the external CRM company regarding any integration issues and needs (copywriting, rewriting; uploading photo galleries)	• **1**
• Update the Foundation's social media channels, including Twitter and Facebook, and use them to engage supporters, potential donors and current donors, bringing them closer to the Foundation;	• **5**
• Facilitate digital requests of Foundation partners/sponsors and suggest new ways of using the Foundation's channels to help meet their requirements	• **4**
• Respond to online requests and communications from the public	• **2**
• Maintenance of the Foundation's domain name portfolio	• **2**
General	
• Ensure that accurate messages are taken in person and on the telephone and pass on in a timely and professional manner	• **2**
• Ensure that high standards and quality of work are maintained and promote good practice.	• **2**
• Liaise with Directorate members and all other Foundation of Light and SAFC staff, Trustees and with external companies and members of the public in an appropriate and professional manner, both in person and on the telephone	• **1**
• Maintain the highest level of professionalism and confidentiality	• **2**
• Work within the established administrative and financial systems to ensure smooth running/quality of projects.	• **2**
• Contribute to the processes of forward planning, monitoring and evaluation.	• **2**
• Identify PR opportunities and case studies.	• **3**
• Develop working practices in line with Foundation of Light equality and diversity and safeguarding policies.	• **2**
• Be aware of, adhere to, and assist with the development of health and safety practices.	• **2**
• Maintain the highest level of professionalism and confidentiality.	• **2**

Key to Foundation of Light Core Values:
1 We work as a team
2 We are professional
3 We are proud of what we do and dedicated to achieving our goals
4 We are progressive and forward thinking
5 We are fully committed to achieving the best for our customers and communities
6 We are passionate and enthusiastic

Please note – you may be required to carry out other tasks, not listed, to assist in the efficient operation of our business. At all times you will be required to act in accordance with company policies, follow departmental procedures and maintain the highest level of confidentiality.

Acceptance of the job description by the Employee:

Signed ……

Print Name ……

Dated ……

Skills:	Essential/Desirable:	Core Value:
Communication including oral and written	E	**2**
Planning and organisation	E	**2**
Team work	E	**1**
Ability to work on own initiative	E	**6**
Interpersonal	E	**6**
Copywriting	E	**2**
Handling conflict	E	**2**
Photo and video editing and creation	E	**2**
Creativity and imagination	E	**6**
ICT / Administration	E	**2**
Ability to work under pressure and to tight deadlines	E	**3**
Multi-tasking	E	**2**
Negotiation	E	**5**
Experience:		
Writing press releases / articles for all ages	E	**5**
New media	E	**5**
At least two years administration experience	E	**2**
Monitoring and evaluating mechanisms	E	**3**
Previous experience in using Content Management Systems advantageous, however, training will be given for systems relevant to SAFC	E	**2**
Experience using Adobe Photoshop Elements	E	**2**
Qualities:		
Commitment	E	**5**
Sense of humour	E	**6**
Flexibility	E	**3**
Honesty	E	**2**
Motivation	E	**6**
Enthusiasm	E	**6**
Patience	E	**2**
Diplomacy	E	**2**
Persistence	D	**5**
Determination	D	**5**
Commitment to equality and diversity	E	**2**
Display a flexible approach to working hours	D	**6**
Knowledge:		
Safeguarding	D	**5**
Self awareness	E	**5**
Marketing and PR sector	E	**5**
Digital strategies	E	**5**
Online and digital fundraising	D	**5**
Understanding:		
Customer service	E	**6**
Of the need to work anti-social and flexible hours	E	**5**
The delicate balance between persistence and pressure	E	**2**
Office systems and set ups	E	**2**
Commercial awareness	D	**4**
Understanding and familiarity with social media	E	**5**
Qualifications:		
Degree in relevant subject	D	**2**
Recognised qualification in relevant subject	E	**2**
Equivalent to GCSE Mathematics and English	E	**2**
Level 3 in Business Administration	D	**2**
Competent in Microsoft Office applications (Word, Excel, Outlook)	E	**2**