

JOB DESCRIPTION

JOB TITLE:	Digital Content Manager
MANAGED BY:	Marketing Manager
GRADE:	9

BACKGROUND

The West of England Combined Authority is seeking to appoint a Digital Content Manager to join the Marketing & Communications team.

This is an exciting time to join the West of England Combined Authority. In the last year nearly three quarters of a billion pounds of new investment has been secured for the region. New plans are in place to deliver on Mayoral priorities to improve transport, skills and housing for our residents, take decisive action to tackle the climate emergency, and to support communities facing the cost-of-living crisis. There is a relentless focus on delivery to put the West of England on the map for regional, national and global success.

Led by the regional Metro Mayor, the West of England Combined Authority brings together three local councils, the Local Enterprise Partnership and works with communities, other public services, and industry to deliver for the region.

Come and help shape the future of the West of England, a place so many people are proud to call home.

THE ROLE

Reporting into the Marketing Manager with a dotted line to the Service Lead - Digital & Technology, the Digital Content Manager will be responsible for our digital communication channels, in particular our website (www.westofengland-ca.gov.uk) which is a key communication channel with our region's residents, partners, businesses and stakeholders.

You will:

- Be involved in everything from managing our websites and microsites to creating, planning and implementing digitally-optimised content using a range of platforms (including web, digital advertising, social media).
- You will lead digital marketing activity to raise awareness of the Combined Authority, Regional Mayor and West of England Combined Authority work, services

and initiatives related to people and skills, to help everyone develop the skills they need to secure good jobs.

- You'll report on analytics and identify ways to optimise performance.
- You will help to develop new digital platforms and maintain relationships with a variety of agencies.
- You will develop strong cross-functional relationships and work closely with colleagues from departments across the organisation.
- You will be a strong advocate for accessibility across the organisation and will use your accessibility knowledge to advise colleagues and implement changes across our websites.
- You will work with a range of public and private sector partners, stakeholders and suppliers to deliver projects on time, and within budget.

KEY RESPONSIBILITIES

- Manage our suite of websites, including:
 - Create engaging, accessible website content aligned with the Combined Authority's strategy.
 - Review, analyse and optimise the website based on site analytics to improve user experience and increase goal conversion.
 - Ensure content is up to date, conducting content audits to eliminate redundant and/or duplicate information.
 - Manage our agency partners to ensure bugs are fixed promptly and improvements are identified and implemented.
- Work with multiple external agencies, from brief to implementation to ensure delivery of planned activity to time and budget which can include the design and deployment of new websites or microsites.
- Work closely with the Digital Service Lead to support ongoing hosting, maintenance and development work across our websites.
- Ensure that all digital content meets accessibility requirements including support to ensure that all existing content post 23 September 2018 meets requirements.
- Evaluate digital communications and marketing activities to ensure effectiveness and value for money, identifying opportunities to optimise performance and feeding insights back to teams.
- Ensure all digital activities are delivered in line with the Combined Authority's overall Communications Strategy, brand, visual identity, tone of voice and key messages.
- Build and maintain strong working relationships with internal colleagues and external partners.

- Lead procurement and management of relevant digital, creative and professional services to ensure effective delivery of all digital activities.
- Make weekly updates to the website and manage content requests from a variety of teams across the Combined Authority.
- Managing a digital budget and taking responsibility for reporting on digital finances.

PERSON SPECIFICATION

ESSENTIAL (MUST HAVE)

Qualifications and Knowledge

- Educated to degree level or equivalent.
- In-depth knowledge and experience managing digital channels.
- Excellent knowledge of WordPress content management system (CMS)
- Good understanding of Search Engine Optimisation (SEO), Google Analytics, and accessibility requirements (WCAG guidelines)

Experience

- Clear track record of leading digital communication channels - managing content updates, developing new content, and reviewing and optimising performance.
- Experience evaluating digital performance against objectives and making recommendations to improve future performance.
- Proven success in improving SEO and accessibility.
- Experience collaborating closely with project teams to define objectives, develop content and review performance.
- Strong background in copywriting and content development.
- Proven experience managing multiple internal and external stakeholders, and briefing suppliers to ensure that campaigns are delivered on time, on brief and on budget to meet project objectives

Skills and Competencies

- In-depth knowledge and experience managing digital channels including WordPress CMS, SEO, accessibility, and analytics.
- Exceptional copywriting and proofreading skills. Ability to make sense of complex information and present in plain English, in a clear and approachable format for a wide range of audiences.
- Strong analytical and problem-solving skills, with excellent knowledge of Google Analytics.
- Strong creative judgement, with the ability to develop engaging digital content and ensure it is in line with brand guidelines.

- Excellent collaborator, with the ability and confidence to work with colleagues to define their digital content requirements, develop project plans, and challenge, influence and advise as necessary.
- Excellent planning, project management, budgeting and organisational skills
- Ability to work on own initiative, taking ownership for own workload and autonomously progressing projects, escalating to line manager when appropriate.
- Ability to work successfully with a wide range of people and to develop effective professional relationships and networks, including businesses, commercial partners and potential investors

DESIRABLE

Qualifications and Knowledge

- Experience of working in complex public/private sector environments with multiple stakeholders including local and central government and private sector organisations.
- Visualisation skills
- Experience of marketing automation tools and CRM platforms, particularly DotDigital and MS Dynamics
- Experience in website procurement (new website development, website hosting contracts)

REWARDS AND BENEFITS

Alongside a competitive salary, we offer an excellent benefits package including:

- 25 days Annual Leave plus bank holidays
- Generous Employer-Contribution Pension Scheme through the Avon Pension Fund
- Cycle to work scheme and secure bike parking
- Free eye tests for all display screen equipment (DSE) users
- Discounted monthly bus tickets
- Hybrid working to split your week between the office and home to help you achieve the best work/life balance and career goals.

We are about to move into a new bright, airy, modern office space, with all latest technology, under a 10 minute walk from Bristol Temple Meads Train Station. We offer flexible and hybrid working options too if you would rather work from home, or another suitable location.

As an equal opportunities employer, we invite applicants to contact us to identify any additional support they may need during the recruitment process.

WE PAY THE LIVING WAGE

We're proud to have been accredited as a Living Wage Employer

Living Wage accreditation means that everyone working at The West of England and Combined Authority receives a minimum hourly wage of £9.90 - higher than the government minimum for over 23s, currently **£9.50 per hour**

It also means that anyone who provides services to, or has contracts with us, must pay the Living Wage, setting the bar for good employer practices in the region. This includes those who provide services to The West of England and Combined Authority, such as cleaning and facilities management contracts, as well as those who have contracts with us - such as IT providers.

