

JOB DESCRIPTION

JOB TITLE	:	Digital Communications Manager
SALARY BANDING	:	Band 3
DATE	:	May 2011
ACCOUNTABLE TO	:	Head of Communications
LOCATION	:	21 Bloomsbury Street, London, WC1B 3HF

JOB PURPOSE

To supervise the commissioning, delivery and evaluation of electronic communications media at the HFEA, particularly the HFEA website, intranet, e-Newsletter and other media as appropriate. To take responsibility for visual image and design within the organisation.

To manage communications projects and support the team where required.

CONTACTS

EXTERNAL:

External contractors, patients, clinics, representative groups

INTERNAL:

Authority members, CE, SMT and staff across all departments

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KEY ACCOUNTABILITIES/DUTIES

KEY RESPONSIBILITIES:

1. Overseeing the electronic communications channels at the HFEA, including the HFEA website, the HFEA intranet, HFEA e-Newsletter and others
2. Managing people in the Communications team and other departments to produce content for electronic communications channels, including supporting and mentoring these individuals as required.
3. Line managing the Digital Communications Officer.
4. Devising and communicating editorial policies for electronic content and communicating these throughout the organisation
5. Providing regular management information and other evaluation of the uptake and usage of electronic communications channels.
6. Assess and evaluate new electronic communications channels as they arise and make recommendations to management about the potential for adopting new channels.
7. Project manage internal HFEA IT team and external contract to develop the software required for efficient operation of electronic communication channels.

8. Managing content development on the HFEA's website, devising ways of re-ordering existing content to make the site more accessible and easy to use.
9. To evaluate the effectiveness of electronic communications, ensuring usability and accessibility to the full range of HFEA stakeholders.
10. Managing communications projects where required
11. Providing strategic guidance on design and visual identity across the full range of communication channels, both electronic and printed.

KEY COMPETENCIES

CC3 – Demands excellence in communication and ensures that outgoing communications are well researched and prepared

AR3 – Contributes effectively to planning processes

CQ2 – Focuses efforts on measures to improve quality for the client

IC2 - Maintains high expectations of others in the organisation, giving strong arguments for its ability to succeed

BR2 - Identifies the people who need to be brought on board and explores with them the issue and their needs

CES(2)3 – ensures the review of processes and procedures to ensure that they are fit for purpose

UO2 – Commits time and energy to listening and exploring the views of others

Candidate Specification

	<u>ESSENTIAL</u>	<u>DESIRABLE</u>
QUALIFICATION	Evidence of training relevant to the post, eg content management/ usability/ design techniques	Probably educated to degree level
EXPERIENCE	Highly developed written and oral skills, including the ability to prepare, or advise on preparing, high quality effective communications material, written in plain language, under tight deadlines.	Graphic design skills and the ability to use image creation and manipulation software (eg Photoshop and Illustrator)
	Experience of using electronic media to meet organisational objectives and specific communications objectives.	
	Substantial experience of managing and generating electronic content, including the use of content management systems.	
	Project management, particularly experience of managing IT projects	
	The ability to work with - and communicate effectively to – staff at all levels of the organisation from Authority members and senior management to junior staff.	
PERSONAL ATTRIBUTES	Ability to work with people at all levels throughout the organisation in a diplomatic but firm way.	Persuasion and motivation skills
	Pro-active, able to work independently on projects	
	Analytical and innovative	
	Able to take decisions while maintaining accountability within a management structure	