

Job Description

Job title: Digital Services Manager

Reports to: Head of Client Experience

Responsible for: Delivering effective digital advice services to clients.

Based at: Home or office-based (Tricorn House, Birmingham), to be agreed based on preference and business need.

Job Purpose:

To deliver effective, user-friendly, and accessible digital debt advice services to National and Business Debtline clients.

Key responsibilities and accountabilities:

Product ownership

- Own the vision for and delivery of optimum services and performance from our National and Business Debtline websites.
- Work with internal and external stakeholders to analyse client needs and align the product roadmap to strategic goals.
- Understand the full omnichannel end to end client journey.
- Collaborate with stakeholders during the visioning and concept development.
- Own the product roadmap to include coordinating resource and updates to ensure adherence.
- Solve product-related problems with the Development team, prioritising, managing, and communicating with relevant stakeholders.
- Be accountable for created product(s) and act as an ambassador internally and externally, as well as the primary contact for queries.
- Understand and manage the website set-up, including the Content Management System (CMS) and the coding fundamentals.
- Develop appropriately detailed specifications for product features so they are clearly understood by the Development team.

Digital accessibility

Lead and be accountable for the digital accessibility strategies, policies and processes that ensure our online services are in line with legal obligations, best practice, and funder expectation. To include:

- Ensuring development updates and new projects have clear accessibility requirements and that stakeholders are equipped to deliver against them.
- Staying up to date with new and upcoming changes and ensuring these are applied and communicated to relevant stakeholders.
- Conducting regular audits and ensuring required changes are implemented and communicated.
- Influence and drive the Trust's digital accessibility strategy across stakeholders.

User Experience (UX)

Lead and be accountable for ensuring that our online services are designed and developed to offer an optimal user-experience. To include:

Staying on top of new technologies, competitor products, industry best practice and ensuring appropriate opportunities for Trust online services are considered.

Manage projects as required to deliver new products or improvements.

Ensuring that all client feedback relating to our online services is considered and factored in as appropriate to service design and development.

Ensuring that robust metrics, evaluation, and testing are in place to track and evidence an optimal user experience online, assessing the impact of changes and coming up with and driving solutions to poor usability and engagement performance.

Influencing Insight team activity as appropriate to ensure adequate support and focus on our user-experience

Collaborating and leading where appropriate on Development team activity as it relates to online services.

Influence the Trust's user-experience approach across stakeholders.

SEO

Lead and be accountable for ensuring the Trust's online services achieve their KPIs through SEO and related strategies. To include:

- Staying on top of new and upcoming changes to SEO best practice, tactics, Google algorithm updates, and adapting Trust processes and focus accordingly.
- Staying on top of competitor performance and acting where needed to ensure the Trust maintains comparable performance levels.

- Ensuring we have continued awareness and success in maintaining search engine results for sector and topic-specific keywords as set by our KPIs and informed by competitor performance.
- Working with the Business Development team and others as needed to ensure we maintain a tailored and impactful link profile.
- Ensuring the Trust has access to and being responsible for using the most up to date and useful software to assist with delivering SEO.
- Working with the External Affairs team and third-party providers to ensure an optimal Google AdWords campaign for National and Business Debtline.
- Working with other departments to ensure the Trust has a robust strategy for dealing with copycat websites and lead generators using our brands.

Insight and analytics

- Manage all digital advice services Management Information (MI).
- Manage Tag Manager Containers for the National Debtline and Business Debtline websites, implementing event tracking, custom dimensions, and general tag management.
- Deliver expert analysis, arriving at insight and valuable recommendations for the Trust's Digital services, including metric reviews, adequate tracking, collating, reporting, and highlighting trends with explanations and recommendations as appropriate.
- Monitor and administer web analytics dashboards, reports, and key reporting tools, and point out key areas of importance in accordance with the Trusts goals.

Social media and digital marketing

- Work with the Communications manager to implement agreed strategies to increase the digital presence of National Debtline and Business Debtline.
- Work with the Marketing executive to oversee the creation of content to be shared on our social media channels promoting our digital services.
- Working with the External Affairs team and others as needed to create effective social media content, and policies and processes that maximise our social and traditional media impact and reach scores.

People management:

- Line manage the Digital Services Officer (Apprentice) and website Development team. To include performance management, development, and support.

Other responsibilities:

- To oversee inbound queries from the Trust's client-facing sites ensuring they are dealt with appropriately and delegating tasks as appropriate – in and out of hours.
- To be the internal point of contact for our online services.
- Manage relationships with external contractors as required, to explore and progress site developments and troubleshoot technical issues.
- To represent the Trust's client-facing services externally as required.
- Develop and maintain effective working relationships with other departments to embed a digital approach across the Trust and achieve cooperation and assistance to meet online objectives.
- Establish robust processes and effective operational and efficiency procedures to improve the management of our websites.
- To undertake any other activity as set by the Head of Client Experience to progress our departmental objectives.
- To uphold good practice and undertake any such duties as are appropriate to the post.

Person Specification

Criteria	Criteria tested at		
	Application	Interview	Assessment
<p>Knowledge & experience - essential</p> <p>2 years plus work experience in online services, including but not limited to website management, SEO, content editing and digital marketing.</p> <p>Excellent understanding of web-based technologies and services.</p> <p>A working knowledge of core coding languages and Developer practice.</p> <p>Extensive experience of Content Management Systems (Wagtail an advantage)</p> <p>Advanced knowledge of web analytics and SEO tools.</p> <p>Experience of, including project management of, usability, and accessibility standards and projects.</p>	<p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p>	<p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p>	<p>X</p> <p>X</p> <p>X</p> <p>X</p>
<p>Knowledge & experience – desirable</p> <p>Experience of SharePoint as a Content Management System</p> <p>Experience of working in the charitable sector</p>	<p>X</p> <p>X</p> <p>X</p>		
<p>Skills & competencies – essential</p> <p>Excellent general IT skills and experience of Microsoft office applications</p>	<p>X</p>		

Strong administrative (organisational) skills and the ability to prioritise tasks	X	X	
Ability to work on own initiative and as part of a team	X	X	
Willingness to extend current knowledge and skills by undertaking relevant training.	X		
Flexibility and enthusiasm	X	X	
Excellent written and oral communication skills	X	X	X
Ability to liaise with people at all levels in order to develop effective working links.	X	X	
Analytical skills	X	X	
Personal qualities			
<i>Commitment to the values of the Trust which are to:</i>	X	X	
<ul style="list-style-type: none"> • Be Balanced • Be Supportive • Be Innovative 			
<i>An enthusiasm for the work of the Trust and the benefit it brings to clients</i>	X	X	