Job description

Job title	:	Digital Communications Manager
Salary banding	:	Pay Band 2
Accountable to	:	Head of Communications
Contract	:	Permanent
Location	:	151 Buckingham Palace Road London, SW1W 9SZ

Introduction

The Human Tissue Authority (HTA) is the national independent regulator for organisations that remove, store and use tissue for research, medical treatment, post-mortem examination, teaching and display in public. We also give approval for organ and bone marrow donations from living people. With the interests of the public and those we regulate at the centre of our work, we aim to maintain confidence by ensuring that human tissue is used safely and ethically, with proper consent.

Established under the Human Tissue Act (2004), we are an Executive Non-Departmental Public Body sponsored by the Department of Health (more commonly referred to as an arm's-length body, or ALB).

The Authority's Chair and Members are appointed by the Secretary of State for Health. The Chair and half of the members are lay, with the remainder being professionals drawn from some of the groups who are affected by the legislation. The Authority is supported by an Executive Team of approximately 50 staff.

Job purpose

The Digital Communications Manager works across the organisation to deliver a wide range of communications activities and projects aimed at external and internal audiences.

The role is based in the Regulation Directorate, and forms part of a four person Communications Team who are responsible for all internal and external communications and engagement, including media management, stakeholder

engagement, publications, event organisation, internal communications, governmental and parliamentary affairs, website management, and social media.

The role holder will lead on the development of the HTA's digital communication channels, including the HTA website, social media, eNewsletters, and other digital solutions. In particular, they will help with the redesign and continuous development of the HTA website, and be involved in the planning, designing, and distribution of digital content. They will also work with colleagues across the organisation to ensure that the HTA provides up-to-date, accessible, and clear information for professionals and the public.

They will work with colleagues in the Communications Team to develop and implement both the professional and public engagement and involvement strategies and plans, as the HTA looks to increase the involvement of both of these audiences in its work, and to make this as accessible and transparent as possible.

Exemplary writing and editorial skills are essential for this role, and a professional qualification and membership of a professional body is desirable (e.g. CIPR, PRCA, CIM etc…).

We're looking for someone who can take a strategic approach to planning, delivering, and evaluating digital and social media content. Previous experience of working on digital engagement campaigns is essential, as is a good working knowledge of web content management systems, search engine optimisation and web analytics.

It would be desirable, though not essential, for the successful candidate to have experience of using graphic design software (such as the Adobe Creative Cloud Suite, or similar), or be willing to learn.

The role will also involve dealing with, and reporting on enquiries, from our public and professional stakeholders, and supporting the various works of the Heads of Communications, Development, and Business Technology, as well as other members of the wider team as required.

Communication and working relationships

External contacts

The Digital Communications Manager will focus on the development and delivery of our digital communication channels across our key audiences: licensed establishments, the transplant community, parliamentarians, representative bodies and key opinion leaders. Also, liaising with external suppliers, such as freelance writers, designers, web hosts and photographers.

Internal contacts

Directly reporting to the Head of Communications, the Digital Communications Manager will work closely with the Communications Team and staff across the organisation.

Key tasks and responsibilities

Website

- Work with the Head of Communications to develop and implement the HTA's digital communications strategy which includes plans for improvements to the HTA's website design, architecture and content, leading on central digital "spend control" process, and the project management of digital projects.

- Responsible for ensuring that information on the website is correct and up-to-date, and that appropriate governance processes are followed when updating the website and other digital channels.

- Liaise with all levels of staff across the HTA to develop and collect clear, accurate and engaging content (in written, image, audio, video and social media) to highlight the activity of the HTA.

- Work closely with colleagues in the Communications Team to increase the HTA's presence, reach, and effectiveness on digital platforms, including Twitter, Facebook, YouTube and LinkedIn.

- Assist with the development and implementation of new web tools to promote the work of the HTA.

- Gather site performance metrics / information to evaluate HTA's digital channels, and use Google Analytics to track web traffic. Interpret the data to highlight effective and ineffective sections of the website and provide evidence to support future changes.

- Ensure familiarity and compliance with the Government's digital agenda and foster close working relationships with colleagues at other arm's-length bodies and government departments, such as the Department of Health and Social Care's Digital Team.

Evaluation and reporting

- Produce regular and clear evaluation reports on digital communications work, contributing to monthly management meetings and coordinating data for quarterly Authority communications reports, and deliver presentations on the results.

- Provide specialist advice on emerging digital and social trends, particularly those with the potential to support the HTA's engagement objectives.

- As part of the Communications Team, contribute to the updating of the communications business plan with key performance indicator information and project milestones and updates.

Internal and external communications

- Write, edit and distribute communications materials appropriate for different target audiences, from licensed establishments and key national stakeholders, to members of the public and those working outside of our regulatory remit.

- Lead on the development and delivery mechanism of the HTA's bi-monthly professional and public e-newsletters, including the consideration of which software package to use.

- Supporting the Head of Business Technology to develop the HTA intranet; including design, navigation, content curation, engagement and training of users, coordination with key stakeholders and oversight of the technology.

- Manage the production of key digital publications for professionals and the public, such as the Annual Review, sector reports, compliance reports, business plans and strategy documents etc...

- To help maintain an accurate log of various queries from the media, stakeholders, including members of the public and respond or advise where appropriate.

- Support the Head of Communications in developing stakeholder engagement plans and strategies.

- Support the coordination of external meetings, consultation exercises and conferences.

Branding and visual identity

- Monitor and evaluate the HTA's external and internal profile and develop in accordance with this analysis including HTA's presence on external websites.

- Control the quality of content, design and architecture on the HTA website; checking for consistency and organisational accuracy in both narrative and style to ensure in-house design is applied.

- Ensure that the latest HTA style and identity guidelines and templates are used and staff are supported to follow them in all communications.

Other

- As a key member of a small communications team, to proactively offer support to the development and implementation of all strategies and plans, and contribute to the overall strategic direction of the directorate.

- Managing any ad hoc projects as required by the Head of Communications or other senior colleagues across the directorate.

- Maintaining all relevant Standard Operating Procedures (SOPs), guidance and polices, ensuring that they are up-to-date.

- Working closely with the Head of Business Technology to ensure our internal systems are effective and fit for purpose.

- Develop and maintain relationships with the Government Communications Service and Government Digital Service to maximise the potential of new developments and adopt best practice.

Person specification	
Criteria	
Education / qualifications	
Degree in related discipline and experience in a similar role	Essential
CIPR membership or membership with an equivalent professional body	Desirable
Experience, training and skills	
General	
Excellent organisational and problem solving skills	Essential
Excellent verbal and written communication skills	Essential
Excellent editorial skills	Essential
Ability to work as part of a small team and organisation	Essential
Highly self-motivated and able to work to strict deadlines	Essential
Meticulous attention to detail	Essential

Ability to maintain composure whilst dealing with various pressing tasks simultaneously	Essential
Ability to analyse complex information from a range of sources	Essential
An understanding of the role of the HTA and health regulation more generally	Essential
Experience of designing, producing and writing content for e-newsletters and other publications	Desirable
An understanding of customer relationship management systems.	Essential
Experience of producing and designing publications and writing content for websites and other online channels. Working knowledge of content management systems (eg: Drupal, WordPress)	Essential
Experience of working on digital engagement campaigns.	Essential
Experience of project management	Essential
Website	
Strong working knowledge of back end and user experience on websites	Essential
Experience of web editing within Content Management Systems, and knowledge of version control and publishing	Essential
Ability to identify issues and make recommendations for value-for-money and fit-for-purpose web design solutions.	Essential
Knowledge of HTML and CSS in relation to email templates and web page creations, especially responscive design principles.	Essential

An interest in the emerging digital media landscape and how these tools can be used for communications and engagement.	Essential
Experience and/or knowledge of assessing web traffic metrics and preparing reports, such as Google Analytics.	Essential
Experience of providing clear technical advice and guidance written in clear, jargon-free language.	Essential
Experience of Search Engine Optimisation and, web analytics, and digital metrics to drive engagement.	Essential
A successful track record of managing digital projects, ideally managing a website refresh / change project.	Essential
General Communications	
Experience of providing clear technical advice and guidance written in clear, jargon-free language.	Essential
Experience of writing in different media, for different audiences	Essential
Experience in developing brand messaging and visual identify guidelines.	Essential
Knowledge and understanding of best practice in communication evaluation techniques.	Essential
Experience of using and building audiences on social media channels.	Essential
Strong digital content creation skills, including the ability to create high-quality graphics, create and edit presentations, record short video pieces, edit video and photographs and providing digital publications to a high standard.	Essential

Awareness of GDPR and how this impacts on communications activities and what best practice is in this area.	Essential
Knowledge and experience of working with central government departments on digital projects and the process for researching and gaining approval for new digital services	Essential