Good Things Foundation

Digital Communications Manager - Job Description

Job title	Digital Communications Manager
Location	Combination of Home and Office working, UK - Our office is in Sheffield. Good Things Foundation operates a hybrid working model. However, you must be comfortable working in our Sheffield office at least twice per month. Travel to Sheffield to fulfil your role duties is considered normal commuting and the costs will not be reimbursed or the time given back.
Contract type	Permanent
Hours	Full time working 37.5 hours per week, permanent. Scope for flexible working (e.g. condensed hours, 9 day fortnight).
Reports to	Associate Director of Communications, Campaigns & Advocacy
Staff responsible for	As required (generally between 1 to 3 reports)
Date	October 2024
Salary	£35,000	Please note, we are prepared to have discussions for a candidate demonstrating exceptional skills and experience
Benefits	Good Things Foundation offers an excellent benefits package: ● All employees with contracts of six months or more are invited to be a Member of the Good Things Foundation Staff Owned Mutual. This gives you voting rights for Staff Board Directors and at the AGM (Annual General Meeting) ● 30 days holiday per year, plus public holidays ● 10% Employer contribution to a personal stakeholder pension scheme (when you contribute 5%) ● Up to £500 contribution for work related training (or £200 for personal development and £300 for work related training) ● Life cover and permanent health insurance ● Confidential Employee Assistance helpline
Job Purpose	Good Things Foundation is the UK's leading digital inclusion charity, committed to a world where everyone can benefit through digital. We are mission-led and all our work helps us to deliver our ambitious goal to support 1 million people by 2025.

We are seeking a passionate and experienced Digital Communications Manager to join our incredible Communications, Campaigns and Advocacy team. This couldn't be a better time to join Good Things - we've had the most exciting year raising our profile with multiple campaigns, new branding and websites and developing new partnerships.

Are you passionate about using digital communications for social impact? Can you help us get our messages across; engage and grow our network of members and supporters; and increase uptake of our resources and services? Can you be a product owner for our websites so they deliver our strategy, reflect our brand, values, and commitment to equity, diversity and inclusion?

As we develop our new strategy alongside our high profile national partners, we aim to help even more people benefit from digital, becoming healthier, happier and better off. It is vital we harness digital comms tools creatively and effectively so we can achieve our goals.

This role will join our excellent Communications, Campaigns and Advocacy team. Working closely with internal teams and external partners, you will have the opportunity to lead and own key areas like our digital channels; to devise campaigns for social impact; to contribute to strategy; and work with leading communications professionals in our partner organisations.

We welcome applications from candidates whose professional and personal experience will bring new perspectives, understanding and capacity to the organisation; and who are ready to rise to the opportunities of this role.

Key Objectives and Responsibilities

Website, digital communications and campaigns

- Lead responsibility as product owner for our websites, including:
  - Refreshing content regularly, in line with a new content and engagement strategy
  - Increasing content reach and impressions to our website
  - Improving our SEO
  - Managing internal priorities
  - Ensuring our website helps deliver our strategy and reflects our brand, values and commitment to equity, diversity, inclusion and accessibility.

- Responsible for delivering strategic communications to raise awareness of digital inclusion, our products and services, and our advocacy activity through effective digital marketing and social media campaigns, including:
    - Promoting our products and services
    - Growing the National Digital Inclusion Network
    - Developing our approach to drive individual and corporate donations and strategic partnerships
    - Attracting and engaging supporters to join us in fixing the digital divide
    - Finding creative ways to build people's digital skills through campaigns and effective implementation of paid digital campaigns.

- Lead on social media strategy; planning, delegating and/or doing content creation; coordinating weekly social schedule; reviewing, approving and responsible for final scheduling of social media content across several channels

- Understand, evaluate and circulate social media and website analytics, using this to inform audience-centred content and campaigns. Provide in-house expertise on measuring success of communications activities to meet our targets and improve our performance.

- Build excellent relationships with strategic partners and members of our digital inclusion network, so they feel involved and support our campaigns.

- Champion our brand strategy, website and social media accessibility, and use of analytics and data within the team and across the wider organisation.

- Keep abreast of new trends in the digital landscape, and in web and social technology and digital fundraising, proposing opportunities to increase our impact.

Wider communications support

As a manager in the Communications team, you will be flexible and ready to support delivery of other communications activities as needed, such as:

- Shaping the design and delivery of our communications strategy and plans, proactively managing risks and identifying opportunities;

- Managing digital and design contractors, ensuring value for money and quality;

- Designing engaging materials for different audiences (e.g. reports, slide decks, social media content - video and graphic based, and infographics);

- Writing blogs, managing social media accounts, responding to press enquiries, organising events (especially online events); contributing to our storytelling and wider advocacy work;

- Owning stakeholder relationships allocated to you, and representing Good Things externally.

Staff management

- Empower and develop any staff who report to you by meeting regularly and setting clear objectives; coaching, delegating and giving appropriate feedback; and enabling them to use opportunities for training so they feel valued and maximise their contribution to our strategy.

Corporate responsibility

- Ensure that your work is always in the best interests of Good Things Foundation, our network, and supports our strategy to fix the digital divide.

- Use our corporate systems and processes to support efficient and effective cross-team working (e.g. Salesforce, G Suite, Monday.com, Slack), and ensure compliance with GDPR, Safeguarding and other policies.

Person Specification

Good Things Foundation Behaviours	- We are collaborative - We are positive - We are creative - We are people focussed - We are curious These reflect us as an organisation and focus our work inside Good Things Foundation and our relationship with partners.

Criterion	
Experience	- At least three years' experience in a digital marketing and communications role (this can be from working in any sector - public, charity or commercial)

	- At least one year's experience as a website product owner - Devising, delivering and revising multi-channel digital marketing and campaigns to achieve set goals - Coordinating delivery of communications outputs across multiple channels, using scheduling tools like Sprout - Design and creation of rich content for digital channels and a variety of audiences - Using Google Analytics 4 and HotJar to inform decisions, evaluate effectiveness and improve - Coaching, managing and supporting staff to develop - Project management and budget management
Personal attributes	- Flexible, adaptable and resilient - Ready to roll sleeves up and rise to a challenge - Pay attention to own wellbeing and that of colleagues - Work well in a fast-paced environment - Make sound decisions and learns through mistakes - Commitment to equity, diversity, inclusion and accessibility - Active user of tech, data and management information - Aware of external environment and business need - Enjoy keeping up to date with trends and technologies - Strategic mindset - see the big picture, while also paying attention to detail and focusing on user needs
Knowledge and skills	- Able to set the vision, produce and implement a roadmap for external-facing websites, digital marketing, campaigns - Able to create engaging visual content across web, email and social media (graphics, photography and video) - Able to think creatively and identify solutions to problems, bringing a clear user focus to your work - Excellent organisational skills with proven ability to manage own workload and deliver to deadlines - Excellent oral and written communication skills, including copywriting, editorial and presentation skills - Excellent interpersonal skills and ability to build positive working relationships with colleagues and stakeholders - Excellent knowledge of SEO, with confidence to optimise web content requested by other teams - Excellent practical knowledge of Google Analytics or similar and using these to measure success and

	improve ● Desktop Software skills - Adobe Creative Cloud (or similar), particularly InDesign, Illustrator, Premiere Pro. ● Web-based apps/languages skills - Magnolia (desirable) or similar Content Management System; Canva (or similar); MailChimp (or similar); HTML; Google Ads and reporting platforms and dashboards like Looker Studio. ● Paid social media platforms including Meta Ads Manager and LinkedIn Campaign Manager ● SEO and UX tools - we use Hotjar, Moz and Google Search Console ● Sound knowledge of GDPR and information security.
Education and Qualifications	● Desirable: CIM qualification at Level 6 or above
Other requirements	● To demonstrate a commitment to safeguarding vulnerable adults ● To comply with our organisational Safeguarding Policies and Procedures ● To satisfy our pre-employment checking process (see below) ● To comply with our information security and data protection policies and procedures ● To share Good Thing Foundation's commitment to equity, diversity and inclusion We would particularly like to hear from candidates whose professional and personal experience will bring new perspectives, understanding and capacity to the organisation

Equity, diversity and inclusion is at the heart of Good Things Foundation's vision for a world where everyone benefits from digital. We believe that digital technology can support equality of opportunity, and ensure everyone can participate fully in today's society. Working towards this vision is only possible if Good Things Foundation is an organisation that is diverse and inclusive of all people. Our organisational values underpin our equity, diversity, and inclusion commitments. It is only through promoting inclusion that we can truly embody its values of being people-focused and collaborative. Being creative is a core value for Good Things Foundation and we understand that having a diverse workforce drives innovation and creativity. As an organisation, we are committed to ensuring that individual contributions are encouraged and valued. We recognise the significant benefits that can be achieved from striving towards a workforce that represents our partners in thousands of communities across the UK and further afield.

Safeguarding Statement and Pre-Employment Checks

Here at Good Things Foundation, we work with vulnerable adults and are fully committed to ensuring their safeguarding and welfare at all times, in line with our Safeguarding Policy and Procedures. All of our employees, contractors and volunteers will be expected to comply with the policy and procedures. Upon a conditional offer of appointment being made, all employees will also be required to satisfy our pre-employment screening process which for this position may include:

- An identity check (photo ID)
- Receipt of two satisfactory references
- Documentary evidence of right to work in the UK
- A finance check
- A satisfactory Disclosure and Barring Service (DBS) check