

General			
<b>Job Title</b>	Digital Manager		
<b>Reports to (job role)</b>	Chris Mackenzie		
<b>Business Unit</b>	Professionals		
<b>Department</b>	IT & Marketing		
<b>Location</b>	Winchester		
<b>Date</b>	April 2017		
Dimensions			
<b>Budget</b>		<b>Headcount managed</b>	Up to 3
Role summary and purpose			
<p>Responsible for the strategic development, implementation and ongoing management of our Digital channel capability, content, customer portals, activity and performance. To deliver a digital strategy for the Professionals business with a focus now and in the future.</p> <p>Interface within Simplyhealth Professionals and Simplyhealth to drive out how their requirements from digital can be integrated into future programmes of work, delivering one clear set of business requirements, engaging key stakeholders in the implementation and benefits realisation of these.</p> <p>To engage in planning, developing, implementing and evaluating short and long term digital marketing plans across multiple business divisions.</p> <p>Lead the web development programme at Simplyhealth Professionals. The role holder will take a user-centred approach to deliver online value added service in line with business strategy and objectives.</p> <p>Taking ownership of the tactical day to day delivery of key web projects the Digital Manager must have the ability to communicate and influence at all levels. Results focussed and striving for team and individual success.</p>			
Key accountabilities and responsibilities			
<p><b>The role requires a combination of strategic and operational abilities:</b></p> <p><b>Strategic:</b> The Digital Manager has a central role in advising the Digital Steering Group (DSG) &amp; (Professionals Leadership Team) PLT about best practice, emerging opportunities, threats, etc. Across the digital portfolio of web, social, mobile, apps and servicing the needs of customers online.</p> <p><b>Operational:</b> ensure development priorities are achieved by directing the activity of staff.</p> <p><b>Responsibilities include:</b></p> <ul style="list-style-type: none"> <li>○ To plan for and manage staff, resources, budget and other operational needs in conjunction with line manager</li> <li>○ To supervise operational and development activity.</li> <li>○ To monitor the external environment &amp; competitive position of the business (pets &amp; dental).</li> <li>○ Responsible for the user journey, user experience and content of digital projects including but not limited to web</li> <li>○ To propose and advise the DSG regarding digital strategy.</li> <li>○ To advise the DSG regarding best online practice.</li> <li>○ To monitor online performance with regard to KPIs</li> <li>○ Contribute to the creation and maintenance of a Target Operation Model for Simplyhealth Professionals</li> </ul> <p>In support of these responsibilities, the Digital Manager should demonstrate a high degree of</p>			

competence, knowledge and expertise in the following areas:

- Provision of operational customer service via digital channels
- Understanding risks posed by the use of online channels
- Web operations, including publishing, analytics, technical monitoring, etc.
- Thorough understanding and hands-on experience of CMS systems in particular Simplyhealth's chosen CMS 'Sitecore'
- Online development, including planning, design, content, technology & marketing.
- Emerging trends including Social Networking, User Generated Content, Video, Audio, etc.
- Emerging developments in standards, devices, mobile optimisation, demographics & other.
- Strategy assessment, preparation & communication.
- People, budget, resource & project management

**In addition:**

**Web capability**

- Quarterly Competitor/industry review of web capabilities to develop ongoing development "wish list" based on best practice
- Lead the prioritisation of "wish-list" within the business to develop the next 18 month road map for web requirements, owning business case development and implementation of capabilities
- Define, develop and implement the customer journey for web channel across the portfolio of business units
- Ensure web is mobile optimised

**Web Projects**

- Gathering customer and business requirements, translate them into user stories for the project team to deliver.
- Prioritise with the Web Steering Committee (WSC) and project sponsor, strategic and BAU web project requirements into the product backlog.
- Close liaison with business teams to achieve the best results for the end customer
- Work with IT development and project manager on estimation and sprint planning
- Manage expectations around the business on project timescales, delivery and report the progress of the web projects up to a web steering committee

**Web content**

- Work with Business owners and Managers to identify additional content requirements for ongoing site enhancements
- Oversight of delivery of Simplyhealth Professional's BAU digital activity including ongoing website updates
- Oversight and support for the Web Content Committee
- Develop the business cases and implementation road map for key content addition
- Implement content changes and upgrades
- Develop robust process for Digital team to use to ensure web content is checked and updated regularly with content that is relevant
- Manage any IT Change Requests that require IT resource outside of Digital Team
- Responsible for Web analytics and deployment of the Sitecore Experience Manager (Marketing Suite) ensuring the business maximises the use of features including dynamic content, MVT & A/B testing, customer insights and analytics data, to inform future projects and decisions
- Support the wider business with collaboration of Apps

**Web performance and optimisation**

- Identify key industry performance stats to benchmark to and the tools required to support us
- Develop business case to support additional analytical tools required
- Work with IT/Systems to integrate into our business within given timescales and budget
- Develop and action performance reports, highlighting performance issues and recommendations to solve
- Through capability and content responsibilities, build detailed SEO optimisation plans and gain buy-in and sign-off to implement – own implementation of web development to support)

Continued provision of customer service excellence through the best use of digital channels

App strategy, creation and deployment in support of Marketing, Sales and Customer Services objectives across the wider business

**Third party management**

- Management of any external agencies or suppliers delivering digital creative work, seo/ppc, hosting, development or other support services.
- Governance
- Implement, Produce and maintain an agreed governance process for the digital portfolio

**Customer Experience Management**

- Contributing to the design of the Target Operating Model and developing the online aspects of the customer journey
- Promoting innovation in the customer proposition

Internal interfaces and relationships	External interfaces and relationships
Web team, marketing team, IT department, customer services, Director of Dental Policy, Vets, Corporate, Senior management team, Brand & Comms, Studio, Finance, HR	Digital Agencies, 3 <sup>rd</sup> party providers, legal

**Personal Attributes**

Be seen as an expert in the business, flexible with the ability to work across functions; strong commitment to customer service excellence. A self-motivated and flexible individual who can lead others, strives to succeed, and demonstrates a willingness to work within the business.

**Collaboration:** Creates an environment that encourages collaboration, making connections and ensuring that all contributions are heard

**Customer Focus:** Has a rich understanding of their customer, reliably addressing current needs and exploring future needs

**Courage:** Shows positivity under strain, showing bravery and commitment to doing the right thing

**Creativity:** Creates an environment that drives creativity, celebrating success and failure to stimulate new thinking

**Commerciality:** Has a rich understanding of commercial imperatives, undertaking their work to deliver better commercial results. Seeks commercial advantage for the business, finding new opportunities and extracting the best value

**Integrity:** Ensures fairness for all parties, ensures processes, approaches and policies are in line with the principles of the organisation. Challenges others effectively

**Accountability (B):** Drives accountability in others, stimulating ownership and responsibility, delegating appropriately and being intolerant of anything else

**Essential Business/People/Leadership Skills**

**Business**

**Strategy:** Leads the strategic development process, scanning the environment for opportunities and building plans to exploit

**Analysis:** Can derive deep insight from the analytical process, articulating their conclusions to others for maximum impact

**Decision Making:** Makes complex decisions to reliably deliver positive outcomes

**Market Awareness:** Has an excellent understanding of the marketplace, and can position the organisation within it based on strengths and weaknesses

**Product Awareness:** Has an excellent grasp of all products across the marketplace, identifying

competitive advantage and product development opportunities

Financial Management: Understands how the business operates financially and understands budgeting, profitability and commercial lenses

Project Management: Manages individual projects and the wider portfolio using standard approaches and techniques

Planning and Organising: Organises and plans effective for own, team and cross functional activities, creating clarity of expectation for all parties

Process Management: Continuously improves processes, taking opportunities as they arise

### **People**

Influencing: Creates significant impacts in their domain of work, achieving positive outcomes without authority

Negotiation: Achieves agreement and consensus reliably whilst maintaining positive relationships

Relationship Management: Builds deep and sustainable relationships with a wide variety of stakeholders

### **Leadership**

Motivation: Uses their own behaviour to drive the right action in others

Managing People: Uses a variety of approaches to make sure that the people they work with deliver to time, quality and cost parameters

Managing Change: Manages change for themselves and their colleagues positively, enthusiastically and looking to the future

Team Building: Seeks to optimise the effectiveness of a team, drawing in all participants and enabling contributions from others

### **Experience**

Digital marketing experience (at least 5 years) is desirable

Content management experience with CMS (preferably Sitecore) is desirable

Project management experience is desirable

Experience of using Analytics platforms ( Preferably Google Analytics)

Experience of using data and customer feedback to make informed decisions

Experience working with Digital Agencies / 3<sup>rd</sup> party providers is essential

### **Qualifications (essential and/or desirable)**

Desirable to have 8+ years online experience and 2 - 4 years track record of managing a Digital Team Degree or equivalent.

Line management experience (Direct) is essential

Budget control

FSA experience and working in a compliant environment would be a distinct advantage

Desirable that for the DM to have previous experience of working with HTML and CSS coding

Certified Scrum Product Owner qualification is desirable

User Experience or User Interface qualification is desirable

### **Technical Skills and Knowledge**

Experience with working with Agile SCRUM methodology is essential

Experience with wire-framing tools (preferably Balsamiq) is essential

Experience with software development and collaboration tools for teams (preferably Atlassian suite) is desirable

Knowledge of CMS software limitations is essential

Knowledge of omni-channel solutions is desirable  
 Knowledge of HTML, CSS and Javascript is essential  
 Knowledge of Adaptive layouts & Responsive Web Design is essential  
 Experience of using personas, card sorting, index cards to drive a user centred approach to online specifications and requirements is desirable  
 Deep Experience of Analytics software (preferably GA) is desirable  
 Knowledge of Heat-mapping software is desirable  
 Knowledge of Email marketing software and DMA guidelines is desirable  
 Knowledge of Adobe Creative Suite (Photoshop) is desirable  
 Knowledge and understanding of SEO techniques and accessibility compliance is essential

**Work Arrangements**

Predominantly Winchester based, although will require some travel for Agency and Supplier visits. Occasionally additional hours may be required to support business requirements – e.g. deployments/campaign or project delivery’s

<b>Salary survey</b>		<b>Grade / Pay Zone</b>	
<b>Job match</b>		<b>Updated by &amp; date</b>	