

## Job description

### Head of Digital

Reports to:	Director of Marketing & Digital
Location:	Hybrid working, including on site at Coeliac UK Head Office, High Wycombe
Salary grade table:	Specialist (SP 2) c. £48k-55k subject to experience
Hours:	35 hours per week.
Holiday:	36 days a year including Bank Holidays
Line management:	2 – 4 FTE
The role:	The Head of Digital is responsible for the development and oversight of Coeliac UK's digital channels and underpinning systems. This is a combination of a strategic, technical and management role including responsibility for web, email and app in the main plus input into CRM and social media. The overall aim is to deliver a best practice digital experience for internal and external stakeholders that will support Coeliac UK's strategy.

### Priority responsibilities

Work with the Director of Marketing & Digital to develop and lead the digital solutions across the organisation and deliver the existing road map including:

- Completing the creation of a new website that is currently part way through being built (WordPress) and manage both internal and external stakeholders and suppliers
- Devise a strategy for the future development of our Live Well Gluten Free app and see through the implementation with internal and external stakeholders and suppliers
- Develop, enhance and streamline the user experience, both for external users (eg. donors, members, health care professionals) and internal users (eg. management of workflows, CRM) spanning across the key areas of website, app, email and CRM
- Build and develop a strong digital team and help them to achieve their personal development goals, alongside the needs of the charity
- Be the in house expert on website and digital channels from a technical as well as functional and strategic perspective

### Day to day responsibilities

- Maintain and develop existing website until the new website is launched July 2025
- Provide best practice guidance to the organisation on digital execution, including user experience, SEO and content optimisation plus digital strategy for emails and other comms

- Provide regular and exceptional reporting on the key metrics for the digital channels, including a weekly dashboard
- Directly project manage key digital developments including testing and quality control
- Manage third party service providers ensuring value for money and compliance to SLAs
- Respond to, and troubleshoot, all digital systems issues managing supplier ticketing systems
- Monitor website security and take responsibility for actions required for any digital security breaches
- Conduct content audits to eliminate redundant and/or duplicate information
- Ensure compliance with best practice standards and with all laws and regulations
- Keep up to date with industry best practice and monitor competitor websites
- Manage the overall digital budget including reporting to the Board
- Lead and develop the Digital team to provide relevant, timely and accurate information and support for CRM and other financial and operational data across the organisation
- Team management and development

### **Knowledge, skills and experience**

- Experience of department or large project management, including people and budget management
- Minimum seven years' experience in a similar role
- Minimum two years' experience of CRM/database management
- Expert in content management systems and have extensive experience in developing user journeys, optimising user experience and delivering multi variate testing
- Good knowledge and understanding of W3C Web standards and accessibility
- Excellent general IT skills, with use of MS project, and MS Visio desirable
- Use of collaborative working portals eg monday.com; Microsoft Teams etc
- HTML/CSS and Workbooks knowledge is advantageous but not essential
- A great understanding of SEO and the impact of actions on search visibility
- A motivated individual with excellent communication and inter-personal skills, adept at working with a variety of stakeholders
- Structured approach to work and good organisational skills
- Exceptional attention to detail
- Able to work under pressure and consistently meet deadlines
- A team player – positive, can do attitude

## Competencies

<b>1: General profile</b>
Provides leadership for staff within a specialised discipline or process area
Recognised expertise in own area within the organisation. Shares expertise with colleagues and others; offers mentoring and guidance to others
Provides specialist leadership for staff and work teams or task forces, particularly on emerging areas within specialised functional or process areas
Co-ordinates the delivery of client service (internal and/or external clients) to maintain client satisfaction and identify performance gaps, as well as new or emerging needs
Understands relevant organisation issues and the organisation's operational procedures and connects these to work priorities
<b>2: Technical expertise; building &amp; maintaining</b>
Provides specialist leadership for staff and work teams or task forces, particularly on emerging areas within specialised functional or process areas
<b>2: Technical expertise; applying &amp; anticipating</b>
Applies knowledge/skills through handling complex problems and/or coordinating work which may extend beyond own area of expertise; shares expertise with colleagues and other work groups
<b>3: Client/organisation orientation; client response</b>
Anticipates client needs, investigates the underlying causes and identifies short/long term solutions
<b>3: Client/organisation orientation; organisation understanding</b>
Decisions impact own work group/team; may have impact on functional objectives
<b>3: Client/organisation orientation client response; costs</b>
Establishes short and mid-term work plans and optimises resources to ensure that work area objectives (e.g., productivity, quality, costs) are consistently met
<b>4: Creating &amp; delivering solutions; problem solving</b>
Assists in developing budgetary/financial objectives for discipline/team
<b>4: Creating &amp; delivering solutions; planning &amp; organising</b>
Manages own time and that of others; develops plans for work activities in own area over the medium/long term & supports strategic planning activities
<b>5: Working relationship; communicating, negotiating &amp; influencing</b>
Main focus is on influencing functional strategy
<b>5: Working relationship; teamwork, coaching &amp; guiding</b>
Acts as facilitator and mentor; moves the team forward
<b>5: Working relationship; networking</b>
Creates extensive networks internally and externally

This job description is not intended to be an exhaustive list of duties to be performed by the employee. This job description may be altered to reflect the needs of the charity.