

JOB DESCRIPTION

Post Title:	Digital Communications Manager – Maternity Cover
Department:	Communications and Fundraising
Responsible to:	Head of Communications and Fundraising
Supervisory responsibility:	Senior Web Officer Web Officer Senior Digital Content Officer Senior Graphic Designer Videographer
Indirect report:	
Date of Issue:	January 2025
Start date:	March 2025/ASAP
Contract length:	Maternity cover contract, ending March 2026
Salary:	£34,314 – £43,693 (depending on experience)

Main Purpose of Job:

Lead and champion digital engagement across the organisation. The postholder will support The Vegan Society's messaging, tone of voice, digital output and brand.

To manage the Digital Communications team in ensuring effective strategy, delivery and evaluation of all digital activities. This includes websites, apps, online marketing and communications, online engagement, social networks, e-commerce, online fundraising, video, and various digital projects, all geared towards achieving greater visibility and supporter, business and fundraising success.

The Digital Communications Manager – Maternity Cover provides support to the Head of Communications and Fundraising and also leadership and direction to the Digital Communications Team.

The role will call for considerable involvement in day to day operational and management issues within the Communications department, as well as engagement with external organisations and digital agencies to maximise The Vegan Society's brand awareness.

This role is one of first-line management and will call for a close relationship with, and support for, the Senior Management Team's work.

Experience of building rapport with external contacts would be an advantage.

Duties and Responsibilities:

Team management

- Line manage members of the Digital Communications team: conducting 1-1s, signing off leave, appraisals etc.

- Sign off external communications and pieces of work for the team and support with any issues ensuring that brand and style guidelines are implemented.
- Lead on Digital Communications Team meetings.
- With the Communications and Supporter Services Manager, lead on Communications Team meetings.
- Plan projects and work and provide support to staff within the department with their work planning.
- Provide regular written reports on progress in the department to the Head of Communications and Fundraising.
- Support staff with their training and development plans.
- Project manage larger digital and web-based projects for the Communications department.
- Budgetary responsibility for spending within the team up to £10,000 per purchase.
- Oversee the maintenance, content and development of the website and any digital projects that relate to the Communications department (e.g. the VeGuide app). This will involve ensuring regular checks are being performed on website security, performance, SEO and content.
- Lead on relationships with digital agencies.
- Provide cover to the Communications and Supporter Services Manager as relevant.

Content creation

- Generate awareness of the society and its campaigns, and drive traffic to digital activities through digital marketing and communications.
- Checking and supporting departments with their content as appropriate to ensure work is on brand.
- With the Senior Web Officer and Web Officer, plan the continual improvement of the website to provide trusted, interesting, informative and personalised online content, which is up to date, and work with internal and external contributors to make sure their content reflects this.
- With the Senior Digital Content Officer and Membership and Digital Content Officer, monitor and steer development of content and engagement strategies.
- Manage the content budget to work with people from marginalised groups, to support diversity and representation in the society's communications.
- Develop strategies, tools and applications to increase supporter and business conversion, engagement and retention, using a thorough understanding of our audience.
- Ensure brand and style guidelines are adhered to online and all legal requirements are met, whilst working towards accessibility in all content across a range of devices.
- Keep abreast of development in the digital arena, identify new digital opportunities and be a digital evangelist for the society.
- Liaise with the Campaigns, Policy and Research Managers and the Vegan Trademark Marketing Managers to support them with their digital content and engagement plans, including supporting collaboration opportunities where possible.

Reporting

- Collate data from various sources across Digital Communications, and supplement that data with relevant research, into detailed reports.
- Standardise monthly reporting, providing statistics and analytics.
- Set KPIs and track trends, regularly reporting to the Head of Communications and Fundraising to support the society's digital plans.
- Support other teams by tracking trends and regularly reporting on the progress of their digital campaigns.

General:

The following duties are ones which all staff are required to perform:

- Observe health and safety procedures and work safely at all times.
- Contributing to wider organisational development and communications.
- To be responsible for your own continuing self-development, undertaking training as appropriate to the working environment and location, and developments in your role.
- Undertake any other duties as required by your manager in order to meet the changing needs and demands of The Vegan Society.
- Positively and actively promote The Vegan Society and its values.
- Conduct yourself with professionalism, tact and diplomacy at all times as a representative of The Vegan Society.

This job description is provided to assist the post holder in knowing their principal duties. It may be amended in consultation with the holder without change to the level of responsibility or remuneration appropriate to the post. The job description is not exhaustive and you may be asked to carry out additional tasks which are appropriate to your job role, as required by your line manager.

Data Protection

During the course of your employment, The Vegan Society is required to tell you about the personal data that we collect about you and what we do with that information, including how we use, store, transfer and secure your personal data. You shall at all times comply with all relevant data protection legislation and all obligations imposed on you under The Vegan Society's data protection policy and privacy notice from time to time in force.

It is a condition of your employment that, as far as is possible and practicable, you adhere to a vegan diet and lifestyle.

PERSON SPECIFICATION

ATTRIBUTES	ESSENTIAL <i>These are qualities of the ideal candidate</i>	DESIRABLE <i>This information could be used to differentiate applicants.</i>
Qualification	<ul style="list-style-type: none"> Educated to degree level or similar. 	<ul style="list-style-type: none"> A relevant professional qualification e.g. CIM, CIPR, CAM etc. or a related degree.
Skills & Knowledge	<ul style="list-style-type: none"> Demonstrable team management skills. A very high standard of literacy with good all-round writing and proofreading skills. Good project planning experience. Computer literate with sound MS Office skills. Ability to establish strong working relationships with team, Senior Management and external contacts. Good understanding of the full spectrum of marketing communications with digital marketing expertise. Good knowledge of veganism, the vegan movement and related issues such as animal rights and environmental issues. Understanding of the importance of corporate identity, including tone of voice and branding. 	<ul style="list-style-type: none"> Understanding of working in/with NGOs or medium-sized charitable organisations. Experience managing a team of creative professionals.
Experience	<ul style="list-style-type: none"> Appropriate experience in a related post. Line management. Events management. Experience developing rapports with external contacts. Experience managing and supporting staff with social media platforms such as: X, Facebook, Instagram, LinkedIn and TikTok. 	<ul style="list-style-type: none"> Working with high profile (celebrity) supporters. Managing consumer or trade shows. Acting as a spokesperson for an organisation. Working with volunteers or volunteering. Marketing membership organisations.
Personal competencies and qualities	<ul style="list-style-type: none"> Hardworking, committed, enjoys a challenge. Confident, articulate, proactive, outgoing and friendly. 	

	<ul style="list-style-type: none">• Works well under pressure and able to juggle several projects at once.• Approachable and adaptable, team player who embraces change.• Enjoys leading and developing a team.• Willingness and ability to undertake appropriate training and development as required.• Able to travel in the UK, with infrequent overnight/weekend stays away from home with advance notice.• Adhere to a vegan diet and lifestyle during time with The Vegan Society.	
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Received by:

Name:

Signature: Date: