

## Digital Channels Manager Job Description

<b>Job Title</b>	Digital Channels Manager	<b>Role Description</b>	
<b>No. in role</b>	1	The purpose of the role is to design, develop and maintain our core communication channels with a specific focus on digital platforms: intranet, CRM, and social media (eg. Instagram). The role will be instrumental in affecting a desired shift towards more contemporary means of communication which empower colleagues to generate their own content and to participate in communities. Innovative and challenging, the Digital Channels Manager will rigorously measure and analyse channel use to ensure we have the right adoption and development strategies in place.	
<b>Reports to</b>	Employee Communications, Senior Manager		
<b>Direct reports</b>	None	<b>Key Interfaces (C&amp;I)</b> (direct stakeholders) Employee Communications Senior Manager Content Executive Communications Managers onboard HR Managers onboard Employee Experience Manager Insights Analyst Employer Brand Managers IT Business Partner HR Planning and Change Team	
<b>Indirect reports</b>	None	<b>Salary/ Grade</b> CUK08	
<b>Accountabilities</b>		<b>Responsibilities</b>	
<ol style="list-style-type: none"> <li>1) <b>Intranet:</b> Manage the project to implement a new intranet for the company; play a hands on role in the creation and adoption of the tool; manage network of page owners</li> <li>2) <b>Channel framework:</b> Manage the distribution and promotion of the company's core channels, establishing a framework of deadlines and submission criteria</li> <li>3) <b>Stakeholder management:</b> Ensure colleagues understand channels and the framework for their use</li> <li>4) <b>Measurement:</b> understand audience, channel usage and what drives it to develop strategies to maximise impact</li> </ol>		<b>Channel framework</b> <ul style="list-style-type: none"> <li>• Manage the company's core communication channels</li> <li>• Rationalise, re-energise and re-focus channels where needed</li> <li>• Establish quality standards, submission criteria, routines, deadlines and KPIs</li> <li>• Manage any data requirements associated with the production and distribution of channels</li> <li>• Ensure our channels are embedded in any necessary business processes</li> <li>• Develop new communication channels (eg. Instagram, WhatsApp) to deliver communications objectives</li> <li>• Work with colleagues in IT to create an investment business case and proposed solution for the delivery of a new intranet</li> </ul> <b>Channel creation</b> <ul style="list-style-type: none"> <li>• Build intranet pages using CMS, HTML and any other technologies</li> </ul>	

	<p>required of our chosen solution</p> <ul style="list-style-type: none"> <li>• Understand and navigate the technical interdependencies of our channels with company's systems</li> <li>• Generate templates for regular digital communication channels</li> <li>• Publish content created by Content Executive and other business stakeholders</li> <li>• Distribute channels</li> <li>• Measure impact of messages in order to make future content recommendations</li> </ul> <p><b>Community management</b></p> <ul style="list-style-type: none"> <li>• Establish a framework for community management</li> <li>• Moderate and share community postings as appropriate</li> <li>• Manager company's community of intranet content owners to ensure all content is kept up to date and meets required standards as stipulated by framework.</li> </ul> <p><b>Relationship building</b></p> <ul style="list-style-type: none"> <li>• Connect with colleagues to ensuring good understanding and ways of working in relation to the channel framework</li> </ul>
<p><b>KPIs:</b></p>	<p><b>Scope and skills/competencies required:</b></p>
<ul style="list-style-type: none"> <li>• Employee engagement</li> <li>• Channel engagement – number of hits, clicks, likes and comments</li> <li>• Colleague sentiment</li> <li>• Colleague change adoption</li> <li>• Reduction in queries to People Support Team</li> <li>• Colleague productivity</li> </ul>	<p><b>Role specific skills/Person specification</b></p> <ul style="list-style-type: none"> <li>• Experience in a similar role</li> <li>• IT systems and social media literacy</li> <li>• Technical skills – proficient in Sharepoint, Sitecore or CMS of other intranet platforms plus HTML</li> <li>• Experience of governance and process development</li> <li>• Consultative – able to listen to audience needs and translate into system requirements</li> <li>• Collaborative – able to work well in a team</li> <li>• Resilience and determined</li> <li>• Pragmatic and lateral thinking</li> <li>• Effective trainer and coach able to upskill others in best practice use of platforms</li> </ul> <p><b>Role Specific Behaviours</b></p> <p><b>Knowledge</b> Understands organisational dynamics</p>

**Credibility**

Influencer/persuader  
Analytically agile  
Executes professional judgment  
Impactful

**Strategic development**

Strategic development  
Commercial awareness

**Performance**

Drives results  
Manages risk  
Provides Insights  
Delivers Quality & Strives for C.I.

**Relationships**

Stakeholder management

**Innovation**

Innovative  
Change Agent  
Business Opportunist