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**JOB PROFILE**

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| **Digital Development Manager**  |
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| **Reporting to** | Senior Manager, Digital Strategy  | **In** | Marketing Communications | **Grade** | 3 | **Location** | Burgh Heath | **Direct Reports** | 1 |
| **A bit about the TGB Digital Team:** Delivering an industry leading experience in all Digital Platforms across three consumer facing brands; Toyota, Lexus and Kinto. |
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| **What you’ll be doing:** |  | **Experience you’ll gain:** |
| * Work alongside the European team, other NMSCs and TGB teams to build new website experiences and tools and integrate intuitive customer first experiences
* Collaborate with other TGB Digital functions to complete technical delivery of website migrations and integrations
* Maximise the opportunities available with our website platform (Adobe Experience Manager) working with TME as our key technical point of contact, using data to influence and improve TME delivered solutions fit for UK market
* Be responsible for the ongoing health, operation and uptime of the websites and its associated functionalities (eg.Cookies, Technical SEO)
* Management and coaching of one direct report
* Manage a team of agency developers to build and enhance local tools, forms or experiences managing backlog according to priority and budget
* Use logic and problem solving to identify ways to automate and improve processes
* Work closely across OneToyota entities to ensure digital journeys and technologies are integrated successfully
* Manage TGB’s One Toyota forms environment, enhancing standardization and user feedback to improve conversion rates and mitigate downtime and errors and working with other technical teams to ensure correct data flow
* Act as key contact in supporting other TGB teams with projects that require integration into the websites
 | * Management and influencing skills across multiple TGB and TME stakeholders.
* Understanding of and experience with all 3 brands, Toyota, Kinto + Lexus
* Delivering innovation for the Lexus & Toyota retail, fleet and value chain business areas.
* Understanding how user experience and directly impacts business outcomes
* Working with multiple agencies to constantly evolve our platforms
* Being part of a G3 Management Team with strong accountability and managing a direct report
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|  | **How we’ll support you:** |
|  | * On the job coaching and development
* Specific training to support technical skills and knowledge
* MDP (Management Develop Programme) to enhance existing skills and support your development areas
* Personal Development Plan

**As a manager:*** Ongoing support from Senior Management including the ‘Management deal’
* Regular 121 sessions plus quarterly and annual reviews
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| **How you could stretch this role:** |  | **What you’ll get to own:** |
| * Influence TME direction based on data and successful application of local development and tools
* Become an ‘go to’ support for other business functions starting out on projects that will include digital integrations or delivery
 |  | * The functional performance of our Brands biggest ‘shop window’
* TGB Local forms enhancements to improve conversion and data collection
* The TGB Digital Development and agency backlog and budget
* The build and design of any new local tools
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| **Qualifications and experience you’ll need:** |  | **Skills & Behaviours you’ll have:** |
| **Essential*** Experience using technology to deliver business objectives and delivering technical solutions to business problems through specialist resource
* An understanding of fundamentals of digital environment
* Experience of managing and delivering significant projects
* Existing knowledge of TGB and TME systems landscape
* Agency management experience

**Desirable** * Previous experience in a website or other technical development role
* Working understanding of fundamentals of web technology (e.g. Cookies, APIs)
* A good working understanding of SEO, especially technical elements
* Knowledge and experience of the Adobe ecosystem and Digital Quality measures
* Experience with a Content Management System
* Experience working with Agile based projects and practices
 |  | **Essential*** **Digital** – A working knowledge of key elements of the digital environment with enthusiasm and drive to continue learning
* **Collaboration** Excellent aptitude and skills in collaborating within immediate team, wider stakeholders and agencies, ensuring clear roles, responsibilities and expectations
* **Problem Solving**: using creativity to solve business challenges
* **Organisation and Project Management** - Excellent organisational skills at all levels, ability to work to tight deadlines and manage competing priorities. and understanding of testing procedures
* **Communications** Ability to clearly express your ideas and recommendations and deliver technical information and context in a concise way that your stakeholders can understand
* **Influencing Skills.** Ability to quickly develop new working relationships with all levels of the business

**Desirable** * **People** management skills
* Understanding of the UK Automotive market
* **User Experience:** Good understanding of digital user experience (UX) and it’s key pillars
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In line with our Talent Enablement culture, we will give you ownership and encourage you to deliver outcomes that lie outside of the remit of this Job Profile. We do this to give you extra experience, to stretch and develop you within your role, enabling you to be the best you can be.