Role profile

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| **Role title** | **Digital and social content Manager** |
| **Department and directorate** | **Communications and policy** |
| **Job family level** | **Grade 4** |
| **Reports to (job title and name)** | **Head of Content and Audience** |
| **Direct reports (job title and name)** | **Senior Digital Content designer; Digital Content designer (x2); Social Media officer (x2, part-time), content assistant** |

| **Summary – purpose of the role** |
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| Describe as concisely as possible the overall purpose of the job and including the core duties/responsibilities required to be performed in the role (eg, to provide a full range of administrative support services to the department including x,y,z) |
| * Overall responsibility for BMA.org.uk website and BMA social media accounts.
* To lead the digital media team in effectively managing – and growing - the BMA’s website and social media presence and ensuring it meet both the needs of the target audience as well as the strategic aims of the BMA
* To lead on the strategic development of web and social media at the BMA; to grow, refine and adapt to meet the needs of the BMA’s multi-faceted audience which is primarily our circa 165,000 members (doctors and medical students) and includes other stakeholder organisations, politicians, journalists, BMA staff, and members of the public.
* Working with teams in the Communications and Policy directorate, wider parts of the BMA and elected BMA representatives to develop and commission a range of content for web and social media platforms to support the organisation’s objectives and campaigns.
* Working with the activism manager on a strategy for member-generated social media content to give a voice to our grassroots members.
* To ensure these digital media platforms help achieve the wider directorate objective of driving member and non-member engagement – which then converts non-members to members - and promoting the authoritative voice of the BMA to doctors and wider health stakeholders
* Effectively use our analytics tools to track user metrics to inform content development and output. Also, to help spread valuable analytics across the directorate and to the wider BMA.
* Specific duties:
* overseeing and contributing to the commissioning, production and editing of effective content, and ensuring it is kept up-to-date and co-ordinated
* overseeing and contributing to the establishment of clear and compelling user journeys, signing off wireframes and page layouts, exploiting opportunities for use of engagement functionality and multimedia
* managing compliance with web and social media legal issues (accessibility, usability)
* managing compliance with the content strategy (brand, tone, look and feel, style guide, archiving policy, linking, tagging)
* informing, shaping and managing the content requirements of specific projects as well as committees, departments and devolved nations, guided by the Head of Content and Audience
* to lead and manage team members, allocating and overseeing content development projects and day-to-day content upkeep
* to provide editorial advice and support to originators of guidance, corporate and social media content, offline as well as digital:
* advise on content channels, formats, structures and publication and production schedules as appropriate
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| **Skill (level and breadth of application)** |
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| What relevant experience is necessary to undertake this role? What specialist, technical or professional qualifications are required to be able to perform the job?How far does the role extend out across the organisation, eg confined to own team, involves co-ordination with another department or requires regular negotiation with many other parts of the organisation. Why is this necessary? Describe the range of issues that are involved in this, eg resolving people’s IT problems, collecting information on key research items or advising members on a particular issue. |
| * Ideally educated to a minimum of degree level or relevant professional qualification, or years of experience
* Experience of managing content areas for successful corporate or information-based websites, ideally for a complex organisation
* Experience managing multiple social media accounts
* Substantial experience of commissioning and forming high quality and engaging digital content, ideally for a professional audience including multimedia content - e.g. podcasts/video and infographics
* Excellent awareness of digital and social media industry developments and the opportunities they present for innovative content production and presentation
* Experience of leading and working on development projects
* Good awareness of editorial production processes
* Experience of working in an organisational change environment
* Good management experience in a team environment
* Excellent written and verbal communication skills
* Excellent interpersonal skills with the ability to work with staff and members at all levels in a diplomatic yet authoritative manner
* Good awareness of internal and external political sensitivities and agendas
* Ability to show sound judgement and to manage varied and competing priorities effectively
* Good networking and collaboration skills, internally and externally
* Eye for detail to work to a consistently high level of accuracy.
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| **Intellectual demands (complexity and challenge)** |
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| What sorts of problems, situations or issues are typically dealt with? Give any illustrative examples. How are the problems, situations or issues dealt with (eg undertaking original research and analysis or seeking specialist advice)?To what extent are standard procedures and processes followed when undertaking typical tasks, and how is personal initiative used when solving problems? To what extent is creativity used in solving the problems (eg adopting different approaches, trying things that have not been done before within the organisation or improving/changing previous approaches). |
| * Reports and is accountable to the Head of Content and Audience
* Responsible for advising, shaping and managing all content in 'owned' areas and platforms, influencing the decisions of committees and managers and getting their buy-in to ensuring audience-focused content.
* Responsible for identifying and dealing with gaps, inaccuracies and promotional opportunities in 'owned' content areas
* Has operational freedom to sign off work for presentation values, styling, tone and voice in line with content strategy and brand guidelines
* Sets and monitors priorities for team members’ day to day work streams. Poor organisation runs a very high reputational risk with client departments
* Will keep Head of Content and Audience and other managers informed of issues and developments as required
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| **Judgement (independence and level and impact limitations)** |
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| What are the typical decisions that are made in the job without reference to any higher authority? What informs/constrains the decisions (eg expenditure limits, have to follow clearly laid down procedures or working within broad objectives). What influence upon policy, procedures or resources is there (eg giving advice to others)? Who (or what) is next to be affected by the decisions that are made – for example, supervisor sees them before they leave the team or the whole department sees and has to respond to the change that is made. Give typical example(s) of the consequences of the decisions (eg what impact does the decision-making have on the performance of the team/section/department/organisation)? |
| * The Digital Media Manager has freedom to act largely autonomously in the planning and publication of website and social media content within the context of any overall content and communications strategy and with ongoing guidance and advice from the Head of Content and Audience, communications and other BMA staff.
* The Digital Media Manager's decision-making can have a wider impact, for example on resource requirements from other departments when commissioning content.
* The Digital Media Manager may be required to react to unfolding events and assign team members or other resource to projects at short notice.
* The different elements and challenges of the job require the Digital Media Manager to juggle different and competing claims for resource for content production and to ensure that as many projects are run as is feasible within time and resource constraints.
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| **Use of resources (supervision of resources and influence)** |
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| What responsibility is there for managing people, equipment, budgets, resources, customer’s welfare or confidential information? If this is a staff management role describe what is involved, eg staff reporting, staff development, appraisal, leading a department or the allocation of work.How does the role fit within the organisation, eg support role, team member, team leader, specialist policy adviser, or leading major areas of core business? |
| * Management position with responsibility for 6 direct reports – 3 full-time, 3 part-time
* Role will be responsible for leading the direct reports, setting objectives and managing the performance and development of the individuals
* Will need to apply appropriate resources for projects and day to day work including staff skills, external agency skills and freelance staff where needed, with direction from the Head of Content and Audience as required
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| **Communication (level, internal and external demands and significance)** |
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| What people are typically contacted (regardless of the medium) **inside** the Association, eg immediate colleagues, senior managers or administrators? Committee members are the only members classed as internal communication. Normal non-committee membership and doctors are external (see below)Who is in regularly contact with the role holder **outside** of the Association, eg members who are not committee members, suppliers, members of the public? Approximately what percentage of the time is spent on external communications?What is the purpose of these contacts, eg conveying information, gathering data? |
| * High level of communication internally with own team, wider Comms team, senior elected members and staff in other departments, e.g. in providing content and presentation advice
* Sensitivity in handling staff issues to ensure team is motivated to perform
* Close collaboration with supporting Communications teams
* Influencing and change managing approach when working with authoring depts to introduce new concepts of content presentation and production
* Clarity of purpose and objectives when briefing external agencies or freelance staff on project requirements
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| **Physical demands & coordination (physical effort and mental strain)**  |
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| Are there any unusual physical or mental demands of the role; for example, lifting heavy objects, standing for long periods, using VDUs extensively or high levels of concentration? |
| * Normal co-ordination or physical demands associated with an office environment, limited requirement to engage in lifting, carrying or other exertion.
* During time-limited projects, there may be extensive use of VDUs
* Normal co-ordination or physical demands associated with an office environment, limited requirement to engage in lifting/carrying/other exertion.
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| **Working conditions and emotional demands)** |
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| What are the environmental conditions in which the work is conducted, the social and emotional demands faced by the role and the pressures resulting from these? |
| * The job is conducted in a hybrid working environment and is not exposed to hazardous conditions or anti-social behaviour. The role contains minimal personal risk.
* There may be out-of-hours work required on occasion where content needs to be made available immediately via the web and social media channels.
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| **BMA competency level required** |
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| **Behavioural competency** | **Level** |
| Personal responsibility – demonstrates a positive attitude and takes ownership and responsibility for work performance | C |
| Service focus – demonstrates an understanding of customer needs and has a service orientation | C |
| Gathering information – is driven to seek out information and carries out research to the level required to achieve objectives | C |
| Team working – works with colleagues cooperatively in own department and the wider organisation | C |
| Influencing others – persuades others to support a viewpoint and achieve their participation | C |
| Dealing with change – implements and adapts to new ideas and ways of working at individual, team and organisational level | C |
| Creativity and innovation – takes a creative approach to work, identifies new ways of doing things and develops ideas to benefit the association | C |
| Managing and developing people – sets goals and ensures others perform to their full potential and meet required standards | C |
| Leading people – communicates goals, engages and motivates others to achieve | C |

| **Sign-off** |
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| Manager: | Date: |
| Role holder: | Date: |