

Job description

Website and digital content manager

Vacancy reference	COM265
Grade	5
Location	Liverpool
Department	Communications, Policy and Research
Reports to	Gareth Playford
Contract type	Permanent
Working hours	35 hours a week. Standard working hours between 9am and 5pm, Monday to Friday

Working at the RCP

The Royal College of Physicians is a rewarding and friendly place to work with an incredible history, dating back to our foundation in 1518. We are a professional membership body for physicians – doctors who work in hospitals – with over 40,000 members in the UK and around the world working to improve patient care and reduce illness. Our activities focus on educating, improving and influencing for better health and care.

We work from two main sites – The Spine, a new state-of-the-art building at the heart of the Knowledge Centre in Liverpool, and an iconic Grade I-listed building overlooking beautiful Regent’s Park in central London. We are committed to a hybrid working model that means most staff work flexibly, spending a minimum of 6 days a month in the office.

We champion an inclusive culture and welcome applications from all sections of society. We value taking care, learning and being collaborative. These values underpin everything we do.

Join us to help achieve our vision of a world in which everyone has the best possible health and healthcare.

The purpose of your role

The RCP is searching for a website and digital content manager to play a crucial role in optimising our website and enhancing our online presence. In this role, you will collaborate with various teams, including web, design, content and marketing, to ensure our website effectively represents our brand, engages our audience and meets the needs and expectations of users and members as well as the RCP’s objectives.

Working within a small dynamic team the role will be responsible for the management, improvement and analytics of the site.

The main focus of this role is to:

- > create and publish high quality and engaging, user-focused web content ensuring alignment to RCP objectives and user needs
- > manage the day-to-day maintenance of the website, troubleshooting and liaising with external vendors (web agency), ensuring they meet the RCP's SLA
- > Be content lead for the RCP website, acting as key contact for and working with teams across the college to optimise user experience Acting as a digital expert, lead on improving college-wide understanding of website best practice, recommending upgrades to existing sections and ensuring teams adhere to RCP digital principles. Where requests are made which do not meet best practice, you will work with the teams to ensure all published content meets the requirement
- > Utilise web analytics (GA4), user behaviour, and engagement metrics to identify opportunities for improving the user experience and increasing conversion rates
- > run qualitative and quantitative user research, identify data-driven improvement hypotheses, and launch AB testing experiments
- > Prepare regular reports and presentations to communicate website performance, trends, and recommendations to stakeholders and senior management.
- > Support the Senior Digital Engagement Manager in implementing a new, proactive digital strategy

How we'll measure your success

- > help in achieving our operational objectives by working collaboratively with other RCP teams and supporting our values
- > delivery of your own objectives within timescales that you'll agree with your manager
- > presenting of KPI dashboards in a clear and easy to understand manner
- > feedback from our internal and external stakeholders.

What you're responsible for

Content design, development and upload:

- > manage and produce different types of digital content
- > edit, proofread and suggest improvements to content, ensuring that all content meets the requirements of the RCP's house and branding style guidelines and accessibility guidelines
- > upload content and supervise visual layout of content, ensuring that navigation and functionality provide the best possible user experience
- > ensure that content meets the ongoing objectives and priorities for the RCP and maximises opportunities for engagement with a wide range of users

User testing, research and analytics:

- > provide expert input on user centred content principles, usability, accessibility
- > lead quantitative and qualitative user research informed by user surveys, testing and analysis of website data
- > recommend improvements in response to feedback from stakeholders and research
- > develop and report on a set of digital KPIs reporting on usability, engagement and quality improvement
- > proactively develop approaches to improve engagement
- > manage, track and analyse web and digital communications engagement.

Stakeholder relationships:

- > work with a range of colleagues, including senior managers, directors and officers, and other stakeholders to influence and prioritise the direction of content
- > build strong relationships and work collaboratively with the web agency and web editors to ensure joined up thinking and high-quality delivery of work
- > lead team discussions to understand the analytics and direct decisions about future content based on good data
- > manage priorities, resolve conflict and collaborate in a team to deliver on product roadmaps and the broader content strategy

Communications and marketing

- > collaborate with internal teams and managers across the RCP in marketing, communications and digital activities, utilising digital expertise to recommend best course of action and potential digital impact
- > communicate with technical and non-technical stakeholders explaining concepts clearly and concisely

Other duties

- > uphold robust information governance procedures to ensure confidentiality is maintained when using data and to ensure that the requirements of the legal and regulatory framework, and accessibility regulations, are met
- > contribute to the work of the Department and wider RCP activities

Any other duties as may be reasonably expected and which are commensurate with the level of the post, adhere and comply with the provisions of the RCP's health and safety policy, undertake all duties and responsibilities in compliance with the rules and regulations encompassing equal opportunities.

Your experience includes

Essential

- > proven experience of effectively delivering high-quality digital content from brief through to publication
- > meticulous writing, proofreading and editing skills including the ability to write accurately and in plain English
- > Knowledge of the Umbraco CMS and / or similar systems

- > Strong working experience of KPI tracking and performance analysis including GA4 and Microsoft Excel
- > good understanding of search engine optimisation practices and tools
- > Creative, imaginative and solution focused
- > good prioritisation skills and experience of managing a busy workload
- > experience of owning, prioritising, reviewing and refining product roadmaps and backlogs
- > good technical problem-solving skills with an adaptable and flexible approach to ensure high-quality working relationships
- > expert knowledge of user experience and usability best practice
- > confident in facilitating discussions and presenting to groups across different levels and disciplines
- > ability to work in a team and experience of matrix working

Desirable

- > an interest and or experience in the health sector
- > basic knowledge of web server management
- > familiarity with project management platforms like Trello, Jira or Azure DevOps
- > understand how to create a user journey through a platform
- > experience of paid search and social advertising

Our values

We are committed to **taking care**, **learning**, and **being collaborative**. These values drive the way we behave, how we interact with each other, and how we work together to achieve our vision and improve patient care.

We value taking care

This means we behave respectfully towards people, whatever their role, position, gender or background. It means we act as representatives of the RCP, and take decisions in the interests of the organisation as a whole.

We value learning

This means we continuously improve through active learning and honest reflection, so that we grow personally and as an organisation, while striving for excellence. We support learning and development opportunities.

We value being collaborative

This means we work together towards the RCP's vision in a collaborative and professional way, understanding that individuals bring different strengths and approaches to our work. We value diversity and each other's contributions.

The RCP positively encourages applications from suitably qualified and eligible candidates regardless of sex, race, disability, age, sexual orientation, transgender status, religion or belief, marital status or pregnancy and maternity.

The RCP is all about our people – our members, staff, volunteers and leaders. We educate, influence and collaborate to improve health and healthcare for everyone and know we can only do this by being inclusive, encouraging and celebrating diverse perspectives. Welcoming into our community people who represent the 21st-century medical workforce and the diverse population of patients we serve is a priority for us.

As an employee/volunteer/temporary contractor you are expected to comply with all RCP data protection and security policies and procedures.