



# Digital Performance & Optimisation Senior Manager

Department:	Growth
Report to:	Managing Director, Growth
Job Family:	Design & Development
Career Family / Job Capsule:	Experienced Manager
Key dimensions:	£Budget TBC, Team headcount 7 FTE
Purpose of the role: <ul style="list-style-type: none"><li>• To lead the delivery of the OneFamily digital transformation strategy, working with the relevant members of the executive team and their respective teams to increase our sales and servicing mix to online</li><li>• To identify and drive continuous improvement of the online sales and servicing journeys</li><li>• To take full responsibility for digital channel performance, evaluation and optimisation to drive increased conversion of visitors to digital channels into customers</li><li>• Working closely with colleagues in Enterprise Services, taking ownership of our digital channel design and development</li><li>• To act as an SME, guiding and developing OneFamily colleagues to ensure they become digital advocates within the business</li></ul>	



<p>Key accountabilities:</p> <p>Digital Transformation</p> <ul style="list-style-type: none"> <li>• Deliver the digital transformation strategy for the group ensuring a market leading digital capability and customer journey</li> <li>• Continuously monitor market trends to identify, evaluate and adopt best practice</li> <li>• Manage the Group sites (including the oversight of content management systems and ongoing management of content)</li> <li>• Develop tools and analytics to measure and optimise the customer journey and user experience</li> <li>• Manage the digital channel budget</li> </ul> <p>Digital Operations</p> <ul style="list-style-type: none"> <li>• Drive performance of digital channels ensuring key sales, servicing, customer satisfaction targets are achieved</li> <li>• Develop a market leading analytical, test and learn culture to support optimisation of all digital channel activity</li> <li>• Lead and develop the digital team</li> <li>• Effectively manage digital suppliers and agencies</li> <li>• Provision of services to other areas across OneFamily, i.e. Intermediary Sales, Direct Advised, Heritage, Group sites e.g. site management, search engine optimisation, content management, site performance measurement / improvement</li> <li>• Work with Enterprise Services Director and Digital IT team to ensure that the current technical platforms and development roadmap support the digital performance levels and objectives</li> </ul>	<p>Skills / Experience / Knowledge:</p> <ul style="list-style-type: none"> <li>• Excellent communicator</li> <li>• Drive to make a difference and instil change</li> <li>• Commercial focus</li> <li>• Self-starter, takes the initiative</li> <li>• Highly developed influencing and collaboration skills</li> <li>• Indepth knowledge and experience in Digital channel development and management</li> <li>• Demonstrable experience of developing and implementing a digital strategy that includes embracing latest technology and supports the overall business objectives</li> <li>• Strong commercial acumen combined with a deep understanding of how to optimise the acquisition and conversion of website traffic into leads and enquiries through continuous optimisation of the customer journey.</li> <li>• Experience of building, developing and managing high performing teams</li> <li>• Experience of working in a regulated environment is preferable</li> </ul>
<p>Values</p>	<p>Define who we are as OneFamily. They come from the beliefs we hold, the way we behave and how we want to work together for our customers. For OneFamily this means:</p> <ul style="list-style-type: none"> <li>• Better together</li> <li>• Being your best</li> <li>• Being innovative</li> <li>• Champion the customer's needs</li> <li>• Doing what's right</li> </ul>



	Our values are unique to our brand. They give us purpose and focus. They are vital in helping us all 'do the right thing'. If we are confident that we are true to our values, then we can be sure that we are doing the best for our customers.
Adaptability	This job description is intended to provide a broad outline of the main responsibilities only. The post holder is required to be flexible in developing their role in agreement with their Line Manager. In addition, they may be required to carry out any other duties deemed appropriate within the role and expertise.
Performance Management	All employees have a responsibility to participate in regular one to ones with their manager and to identify performance standards of the post. As part of the performance management process every employee is responsible for participating in identifying their own training and development needs to meet the requirements of their role.
Health and Safety	Employees must be aware of the responsibilities placed on them under Health and Safety at Work Act 1974, and take reasonable care for the health and safety of themselves and of other people who may be affected by their acts or omissions at work.
Equality and Diversity	The Society is committed to building an environment where the diversity of its employees is valued, respected and seen as an asset to enabling delivery of the best possible service to our customers and colleagues. It is unlawful to discriminate directly or indirectly in recruitment or employment because of any of the nine 'protected characteristics' contained in the Equality Act 2010. These are age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, and sexual orientation. Failure to comply with organisational policies on equality and diversity may result in disciplinary action.
Confidentiality	The unauthorised use or disclosure of customer or other personal information is regarded as gross misconduct and will be subject to disciplinary procedures, and could result in a prosecution for an offence or action for civil damages under the General Data Protection Regulations. (GDPR)

#### Regulatory

- To comply, at all times, with all regulatory, statutory and legislative requirements so far as they relate to the role
- To abide by the Rules of the Society at all times
- To understand and comply with all Group Governance Policies, as appropriate to the role
- To delivery all apportioned and assigned accountabilities and responsibilities



Individual Conduct Rules	
Rule 1	You must act with integrity
Rule 2	You must act with due skill, care and diligence.
Rule 3	You must be open and cooperative with the FCA, the PRA and other regulators.
Rule 4	You must pay due regard to the interests of customers and treat them fairly.
Rule 5	You must observe proper standards of market conduct.

Declaration	
I hereby confirm that I have read and understood the content of this Job Description and Person Profile and I accept the content as an accurate description of the role which I am required to perform.	
Job holders full name:	
Job holders signature:	
Date:	