



Digital Content Manager

Department:	Corporate and Customer Strategy
Report to:	Head of Corporate Communications
Job Family:	
Career Family / Job Capsule:	
Key dimensions:	
Purpose of Role	
<p>The purpose of this role is to drive the on-going development and improvement of OneFamily's digital presence, focusing on content and social media ensuring new technologies are leveraged and conversation is optimised. You will lead the production, management and publishing of content and interactive tools across OneFamily's online platforms, in order to build our audience, drive sales, and promote OneFamily's unique proposition.</p> <p>You will play a key role in the delivery of customer retention and engagement.</p>	



Key accountabilities:

- Plan, develop and execute OneFamily's digital content campaigns in-keeping with each P&L's objectives
- Increase traffic, drive growth, improve brand awareness, and increase customer acquisition and retention.
- Develop and oversee multi-channel campaigns across social media, both paid and organic
- Monitor and make recommendations to optimise digital campaign performance
- Oversee all online editorial content delivered on OneFamily.com and other relevant digital platforms.
- Management of web content on OneFamily.com outside of legal and marketing areas
- Collate with cross functional teams to place and execute campaigns through creative development, targeting and production
- Agree measures and report on performance of campaigns in support of business targets
- Oversee development of content, including editorial, gamification, interactive media, and video, ensuring all content is consistent with brand guidelines and our unique tone of voice.
- Drive digital innovations for the business and products by continuing the improvement and development of OneFamily digital offering
- Manage external relationships with agencies, financial journalists and other contributors, building a network of trusted partners and suppliers, using them to provide insight and support in order to achieve desired outcomes.
- Ensure all customer interactions via social media to ensure a high level of service is delivered and OneFamily brand is protected at all times
- Oversee management of customer relationships via TrustPilot
- Management of digital content budgets
- Define and maintain the information architecture of published content,

Skills / Experience / Knowledge:

- Extensive knowledge of content marketing, social media and copywriting ideally in financial services
- Excellent communication skills, both written and verbal, with an eagle eye for detail.
- Excellent innovation skills with in depth knowledge of best in class digital optimisation
- Experience of working in a regulated industry with compliance controls is highly beneficial.
- You have a passion for quality content, creativity and understand the power good content has in driving consumer behaviour and sales
- Strong appreciation of brands, tone of voice and creative excellence
- Proficient in Adobe Creative Suite including Photoshop and Premiere Pro.
- Copywriting, photography, graphic design, video production and editing skills
- Strong analytical ability using social listening tools such as Pulsar and Brandwatch, as well as Google Analytics.
- Extensive experience in content management systems.
- Ability to manage stakeholders at all levels including executive team
- Agency management experience
- Proactive in developing professional skills and specialisms through both self-learning and formal training courses.
- Provide a motivating team environment for direct reports and provide support and direction to enable them to perform successfully



<p>ensuring it's structured for ideal user experience, and optimised for both customers and SEO.</p> <ul style="list-style-type: none">• Provide expert advice to colleagues on content best practice and its role in setting the strategic direction for OneFamily's digital offering• Management of Communications Assistant	
<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">• Better together• Being your best• Being innovative• Champion the customer's needs• Doing what's right <p>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.</p>
<p>Adaptability</p>	<p>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</p>



	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

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: