

Job title:	Senior Digital Manager
Line manager:	Head of Marketing
Grade (if applicable):	2
Direct reports:	Digital Manager



Role purpose:

Peabody and Catalyst have joined together and are now creating a new organisation that is local and connected to its customers and communities. We are looking for driven and talented senior digital professional with deep strategic knowledge and experience to vision and deliver the overarching digital strategy to support the organisation in meeting our key priorities.

Putting customers first is paramount to our success, a critical part to this role is having experience in developing and delivering voice of customer programmes to shape and drive our digital transformation journey.

You will bring insight, expertise, energy and enthusiasm to this vital role in the Marketing team. You will be accountable for ensuring the digital strategy aligns with the brand, communications and marketing strategies to ensure we deliver one voice and brand across multiple digital assets.

Managing a team of two, you will be responsible for team motivation and overseeing the performance and updates of our digital assets. You will lead on digital innovation and be accountable for delivering means to improve and drive excellence in every aspect of customer experience. You will work collaboratively with brand, marketing and communications peers and liaise between customer-facing teams and key stakeholders across all levels of the business, advising and championing the most appropriate approaches and techniques to meet our objectives.

You will be responsible for overseeing KPI's and data analysis to inform decisions and clearly articulating digital performance and ROI. You will be a strong leader and have experience in leading and developing teams, encouraging creativity and innovation, and managing competing priorities in a matrix environment.

Key activity/ success metrics:

- Develop and deliver the digital strategy, to help Peabody reach our corporate objectives
- Deliver voice of customer programmes and articulate findings and innovative solutions for continuous improvement
- Accountable for digital transformation and engagement
- Oversee digital asset performance to ensure best practice and analyse data to inform recommendations
- Working with the Snr Brand Manager and Snr. Marketing Manager to ensure consistency of our brand identity across our digital assets
- Oversee the management, maintenance and improvements of the Peabody websites and digital assets
- Advise and have oversight of UX & UI across digital assets

- Lead the development of new tools and services which improve the customer journey and drive engagement
- Work with peers to ensure all communications delivered through digital tools are consistent
- Accountable for the email outreach strategy, working closely with peers to ensure consistency and access to data whilst advising on best practice
- Providing digital leadership to internal teams and functions.
- Relationship owner of digital products across the business
- Managing the digital budget and the external agency relationship.
- Keeping abreast of innovations in the digital landscape, advising on their relevance to the organisation
- Managerial competencies to successfully lead a digital team.
- Communicating and influencing capacity, to negotiate strong external contracts, and distil the complex digital landscape into simple reports for senior leadership.
- Strong project management competencies to lead on functional development. This includes deep experience in Agile working methods.
- Making effective decisions on the digital strategy, and to plan work across the wider team.
- Delivering at pace to navigate changes to user needs, organisational objectives, and to do on time and within budget.
- Set KPI's, drive best practice and strive for continuous improvement across all assets
- Have oversight of technical capabilities to ensure digital asset stability and compliance
- Be accountable for collaborating with research teams to hear and align the voice of our customers and drive change in customer perception
- Be accountable for your team's performance and personal development
- Perform measurement and evaluation of all digital assets to track success and ensure continuous improvement
- Accountable for team performance management and personal growth plans
- As subject matter expert, provide digital knowledge, expertise and advice to regions, departments and service areas, across all levels of seniority within the business, to help them develop their understanding of the most effective digital channels and creative approach in order to achieve their objectives
- Act as the digital expert and champion across the business, with the brand and design team build top quality brand and marketing kits to empower and enable key stakeholders
- Ensure the Peabody brand and 'tone of voice' are consistent and strong in all digital assets
- Maintain awareness of current developments in, and best practice of digital channels in order to help make Peabody a leader in the field and authentically improve our reputation

About you:

You will be:

- A senior digital professional with deep strategic experience that drives digital transformation and customer engagement.
- An energetic and creative individual with experience of leading and delivering voice of customer programmes
- Skilled at managing, developing and bringing innovation to the complete range of digital channels

- A creative and analytical digital professional with significant experience of delivering digital strategies and voice of customer programmes to build engagement, drive behaviour change and continuous improvement to support our customers
- Organised in delivering business-wide projects for multiple stakeholders
- Experienced managing multiple senior stakeholders, building consensus, persuading, influencing and negotiating
- Entrepreneurial in your approach
- Skilled at adjusting communication styles and messages to different audiences and purposes
- Adept at building strong, collaborative relationships with colleagues across all levels of seniority and business areas
- A confident communicator, with the ability to work with stakeholders and influence at all levels
- Working across teams at all levels of seniority and communicating with senior leadership

You will have:

- Demonstrable digital experience leading the development and delivery of digital strategies that drive digital transformation and customer engagement with a track record of tangible engagement and impact outcomes
- Demonstrable experience of delivering large scale voice of customer programmes
- A successful track record in developing high-impact strategic and tactical digital plans from idea creation to delivery with proven positive result
- Excellent written communication skills
- A proactive and creative approach to the digital landscape
- Innovative mindset
- The ability to be organised in leading complex projects with multiple stakeholders
- The ability to pivot quickly and bring creative solutions
- Track record of measuring and analysing the effectiveness and efficiency of digital platforms
- A keen attention to detail and commitment to accuracy
- Excellent project management skills and matrix management experience
- A strong work ethic with autonomous drive
- A can-do and flexible attitude and approach