

Job description

Job title:	Head of Digital
Salary:	£50,000 to £55,000 per year
Contract:	Permanent
Hours:	35 hours per week
Directorate:	Marketing and Communications
Reports to:	Director of Marketing and Communications
Direct/indirect reports:	3 direct

Our mission

The National Literacy Trust empowers children, young people and adults from disadvantaged communities with the literacy skills they need to succeed. We work directly with young people and their families, with the 5,000 schools in these communities, with nurseries, prisons, YOs and through our teams leading community literacy programmes in 20 places in the UK facing the biggest literacy and poverty challenges. Our research makes us the leading authority on literacy and drives all our work. We are committed to becoming a more diverse and inclusive charity, better at listening to and working in partnership with the communities we exist to serve. Literacy is a vital element of action against poverty and our work changes people's life stories.

Purpose of role

As Head of Digital you will lead the development and implementation of our digital transformation strategy. You will set out our digital proposition, oversee end-to-end delivery of digital projects and lead the change management required to embed digital systems. You will also manage the digital marketing budget, working with third party suppliers, including digital agencies.

You will lead both your own team of direct reports as well as a digital matrix team comprising colleagues across our IT, CRM and membership functions. You will also be part of the charity's extended leadership team, helping to guide organisational culture and strategy and advising the senior management team.

Key contacts

You will work closely and collaboratively with the Director of Marketing and Communications and other Directors, as well as with colleagues across the charity at all levels. External contacts will include suppliers and developers, as well as partners in the education and charity sectors, funders and other stakeholders.

Outline of responsibilities

- Lead the development and implementation of our digital transformation strategy, ensuring we are innovative in our approach to meet the needs of our audiences
- Provide digital leadership and expertise across the charity
- Lead the development of our digital platforms, ensuring they enhance our brand and delivery of our mission
- Lead the delivery of key digital projects, ensuring they are delivered on time and to budget
- Enhance our data analysis and CRM capabilities, developing reporting dashboards, generating data-driven insights and making recommendations to optimise performance and growth
- Manage the digital marketing budget, working with third party suppliers, including digital agencies
- Work with the Director of Marketing and Communications to build, implement, and maintain a consistent and high impact brand strategy

- Lead high-quality campaign activity – on our websites and through other channels – that will demonstrate our thought leadership and influence policymakers and politicians
- Ensure our brand and messaging is consistent through all digital channels, transforming the customer journey
- Oversee development of content for websites, social media and newsletters
- Ensure our communications channels influence existing and potential donors and supporters of the charity

This outline is indicative and is not intended to provide a complete list of duties. The postholder will also be required to support activities that contribute to the growth and sustainability of the charity, and to the sharing and development of our organisational knowledge.

Person specification

Essential	Desirable
<p>Significant experience of senior digital leadership / strategy development</p> <p>Management of agency partner relationships</p> <p>Influencing public opinion and/or behaviour through communications and marketing</p> <p>Leading and motivating a digital team</p> <p>Leading consumer-facing campaigns with a digital-first focus</p> <p>Managing relationships with senior external stakeholders</p> <p>Ability to work with other leaders and departments, with</p>	<p>Experience of contributing to organisational strategy development</p> <p>Good understanding of the role of digital marketing to deliver strategic growth</p> <p>Knowledge of using data insights to support strategy development</p> <p>Knowledge of how behavioural insight can be utilised to deliver behaviour change</p>

excellent communication and collaboration skills	
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Summary of terms

Location:	You will be able to work regularly from home around the requirements of your role for in person meetings or travel. However, you will be contracted to our office at 68 South Lambeth Road, London SW8 1RL, and responsible for your travel to London when necessary.
Flexible working:	We have a flexible working culture and encourage all staff to work in a way that enables them to be most effective in their role. This role will involve occasional out of hours working and time off in lieu will be granted for any additional hours worked.
Travel:	This role may require national travel. Travel expenses will be paid when incurred in line with our expenses policy.
Safeguarding:	We are committed to safeguarding all those who come into contact with our work and all staff are required to follow our safeguarding policy for children, young people and vulnerable adults.