Terms of Reference for Digital Manager

Purpose of the job

The Digital Manager is responsible for the management of the Encounter Edu website and the production of Encounter Edu's digital media output, including publications:

- Manages and curates Encounter Edu's digital channels.
- Creates and produces Encounter Edu's multimedia and publication outputs.

Key results

1. The Encounter Edu website functions properly and any technical issues are resolved in a timely manner. Website content is uploaded in a timely and accurate manner.
2. Live lessons are supported and moderated offering users a seamless experience on the Encounter Edu website.
3. Digital outputs (web, multimedia, and publication) outputs are created in a professional and timely fashion, meeting internal and client needs.
4. Third party and social channels are maintained with a range of up to date and appropriate content.
5. All digital media is filed securely and in an organised fashion, with brand templates maintained and applied across all Encounter Edu outputs.
6. Usage analytics are collated and analysed for use in internal and client reporting.

Main responsibilities

1. Maintenance of website and digital channels

The Digital Manager is responsible for the maintenance of the Encounter Edu website and other digital channels.

The Digital Manager oversees the upload of content to the website, at times supporting colleagues with the upload of certain content areas, through provision of technical support and style guidance.

The Digital Manager is also responsible for overseeing the maintenance of the website and any updates needed, using third party contractors where necessary.

2. Support and moderate live lessons

The Digital Manager works closely with the live lesson production team to integrate the live lessons on the Encounter Edu website.

The Digital Manager supports users through replying to support messages and moderating the online interaction app, including Q&A and polls.

3. Design and production of digital outputs

The Digital Manager is responsible for the design and production of Encounter Edu's digital media output, responding to the needs of clients and the business.

These outputs may include video, online materials, virtual reality media and other multimedia. The Digital Manager will use desktop software such as Adobe Creative Suite.

From time-to-time, the Digital Manager is also responsible for the design and production of Encounter Edu's publication output, responding to the needs of clients and the business. The Digital Manager is also responsible for the production of graphics for these materials.

4. Manage all digital media files and templates

The Digital Manager is responsible for the systematic archiving of all digital media files including working Adobe Creative Suite files as well as final outputs.

The Digital Manager oversees the brand assets and templates, ensuring that these are fit for purpose and shared effectively within the organisation.

This may also involve producing new templates based on existing or identifying new templates that need creating.

5. Support contract staff and clients when needed

The Digital Manager will work with contract staff to deliver on various aspects of Encounter Edu's digital media and publication output, as well as directly supporting clients in their use of the Encounter Edu website.

The Digital Manager provides the necessary support so that any deliverables are produced in line with Encounter Edu processes and standards.

6. Data analytics and reporting

On a monthly basis, the Digital Manager will compile and analyse usage data of the Encounter Edu website and content downloaded or accessed on third party channels.

The Digital Manager will also assist in the creation of reports for clients on a project, quarterly or annual basis.

Growing in the role and next steps

The Digital Manager will continue to grow in the role through developing their technical skill levels. In terms of wider growth, there is the opportunity to increase ownership of their own workflow. This will require development of project management and management skills. As the team grows, the seniority of this role can grow.