



Person Specification

This form lists the essential and desirable requirements needed in order to do the job.

Applicants will be shortlisted **solely** on the extent to which they meet these requirements.

Job title: Digital Manager

Department/Division: Communications Division **Accountable to:** Head of Digital Communications

Competency	Criteria	E/D
Digital service delivery and operational support	Experience delivering and supporting digital platforms, content operations, or CMS services within a complex organisational environment.	E
	Experience managing support enquiries, including issue triage, resolution tracking, and communication with a range of stakeholders.	E
	Experience supporting end users and content editors in the use of digital platforms and applications, including troubleshooting access and functionality issues.	E
	Ability to manage workflows, content approvals, and day-to-day digital operations efficiently.	E
Content management and governance	Expert knowledge of enterprise CMS platforms (Contensis, WordPress, or equivalent), including governance, permissions, workflows, and metadata.	E
	Experience implementing content structures, redirects, and navigation to ensure smooth operational delivery.	E
	Experience training and supporting users on CMS functionality, governance, and analytics.	E
User experience and accessibility	Experience resolving website issues, including broken links and search-related problems.	E
	Understanding of web accessibility standards (W3C AA) and inclusive digital design principles.	D
Analytics, SEO and performance	Experience using a range of analytics and insight tools, including Google Analytics and Google Tag Manager, to monitor	E



	performance, produce reports, and inform digital service improvements, with broader experience of additional analytics or insight-gathering tools desirable Understanding of Search Engine Optimisation and the importance of using metadata to ensure website content is searchable and easy to find. Experience in optimising digital assets for web (image sizing, compression, file formats). Understanding of GDPR and data protection principles, and how they apply to website content, user data, and cookie compliance	E E D
Project and Technical Delivery	Experience planning, scheduling, and delivering digital projects within defined timelines. Experience coordinating with internal teams and external suppliers to implement technical and digital service updates. Familiarity with project management and collaboration tools (Jira, Microsoft Project, Slack, Basecamp, etc.). Experience administering UAT processes and supporting iterative development cycles. Strong IT literacy, including Microsoft Office applications and SaaS tools.	E E E E E

E – Essential: requirements without which the job could not be done.

D – Desirable: requirements that would enable the candidate to perform the job well.