

**UNISON**  
**Digital Communications Manager/ Team Leader**  
**Communications Unit**  
**REF: CCP/52**

**Job Description**

Grade: 3

Hours: 35 per week

Location: Head Office, London

Reports to: Director of Communications

**Overall summary**

UNISON, the UK's leading public services union, needs a digital communications manager to lead a digital team and promote the union's digital programme.

UNISON has led the way in the UK union movement in digital innovation – with a focus on using digital tools to support our activists and organisers on the ground, as well as adding value to outward-facing media campaigns and recruitment programmes. We have a major project underway which will make it easier for us to use our wealth of member data to support genuinely member-centred communications, increase engagement with members and introduce a modern experience of trade unionism.

The digital communications manager will combine strong people skills with excellent digital experience and knowledge to help us develop our digital transformation agenda and provide innovative communications solutions. You'll have a passion for engaging content and powerful campaigning, and experience of using digital tools to support campaigning activity.

You'll lead a team of digital staff and help to develop and embed working practices to ensure we balance our day-to-day digital communications agenda with medium and longer-term development, as well as growing our digital campaigns base.

You will bring experience of managing and developing digital programmes and working to champion best digital practice within organisations.

Your leadership skills, specialist knowledge and people skills will help to manage and develop our digital presence and help us match our organisational needs with good user experience and best digital practice.

You'll have knowledge of digital metrics and analytical tools to work with our data analyst to ensure we are learning from our data and helping to build more member-centred communications.

You'll be able to communicate well with staff and members of the union at all levels, liaising with key stakeholders and presenting information and ideas to spread understanding and gain buy-in for the union's digital priorities.

You'll provide expertise, energy, ideas and leadership to communications and other staff. You'll have a positive approach to change management and a track record in leading innovative projects. As part of the Communications Unit's management team, you'll provide expert advice and leadership and contribute to the whole communications team's development and planning.

**Responsible for:**

Digital data analyst x 1  
Digital engagement programmes officer x 1  
Digital engagement officer (websites) x 1  
Digital technology officer x 1

**Responsible to:**

Director of Communications

**Key responsibilities:**

- Provide leadership on digital communications strategy, development and operation.
- Lead the digital team in delivering day-to-day digital communications plans; plan and communicate medium and longer-term digital strategy and development plans.
- Champion an integrated, cross-platform approach to campaigning and engagement, across our digital, social media and print channels.
- Work with the director of communications and other senior staff to develop and implement digital strategy and to ensure that our digital communications meet both audience needs and UNISON's key priorities and objectives.
- Ensure the union's digital development supports direct recruitment as well as member engagement in campaigns.
- Work closely with the editorial manager to plan content and ensure coherent messaging across all our key communications channels.
- Work closely with the campaigns manager to develop strong and engaging digital campaigns to effect change.
- Work with the design manager to ensure our digital communications reflect the union's corporate identity and meet design standards as well as accessibility and usability standards.
- Manage, motivate and ensure the development of the staff of the digital team in line with UNISON's management standards, ensuring that they meet agreed personal and team objectives.
- Manage a budget and monitor contract compliance with external contractors.
- Commission and oversee the work of freelance contributors and contractors as necessary.

- As part of the Communications Unit management team, provide strategic leadership to staff throughout the unit with a strong emphasis on positive change management.
- Contribute to strategic union-wide plans and development of work programmes to implement them.
- Lead and manage projects using UNISON's project management framework across a range of issues.
- Understand, work within and promote UNISON's aims and values, objectives and priorities.

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**Person specification and selection criteria**

UNISON is an equal opportunities employer, committed to providing equal opportunities regardless of race or ethnic origin, gender identity, family situation, sexual orientation, disability, religion or age (up to 65). This person specification is designed to help members of interviewing panels judge the qualities of the interviewees in a systematic and consistent way and in accordance with UNISON's equal opportunities policy. It is given to all job applicants for information.

Assessment code

- A - Application form
- P - Presentation
- PI - Panel Interview

Heading	Selection criteria	Assessment Method
1. Knowledge	1.1 Understanding and experience of planning and running digital programmes	A/PI
	1.2 Demonstrable experience of leading change projects.	A/PI/P
	1.3 Experience of working on campaigns or engagement through digital platforms to a high standard and encouraging innovation.	A/PI
	1.4 Experience of introducing and managing quality standards.	A
	1.5 Knowledge of digital user journeys and how best to present information to users	A/PI
	1.6 Experience of identifying efficient workflows and developing, implementing and monitoring short, medium and long term content and digital development plans.	A/PI
	1.7 Experience of writing and editing engaging and user-friendly copy	A
	1.8 Experience of project management.	A/PI
	1.9 Experience of using industry standard software, ideally in a Mac environment.	A
	1.10 Experience of a wide range of digital tools and systems, including social media monitoring tools, campaign tools, complex email programmes, customer relations management systems and other data-driven digital systems.	A
2. Thinking skills	2.1 Ability to understand and promote UNISON's campaign objectives and political nuances.	A/PI/P

	<p>2.2 Ability to contribute to the development of the union's communications strategies.</p> <p>2.3 Ability to take an audience-focused view of communications solutions.</p> <p>2.4 Ability to monitor design, accessibility and usability standards.</p> <p>2.5 Ability to generate innovative digital solutions and win support for their implementation.</p>	<p>A/PI</p> <p>A/PI</p> <p>A/PI</p> <p>A/PI/P</p>
3. Interpersonal & communications	<p>3.1 Highly developed interpersonal skills including:</p> <ul style="list-style-type: none"> <li>• leadership</li> <li>• team working</li> <li>• mentoring and coaching</li> <li>• handling difficult relationships</li> <li>• handling complaints.</li> </ul> <p>3.2 Ability to advise and guide senior staff and lay members with tact and sensitivity.</p> <p>3.3 Experience of preparing and giving presentations to a high standard.</p> <p>3.4 Excellent communication skills, including presenting, copy writing and editing, emails, tweets, blogwriting and face-to-face advocacy.</p> <p>3.5 Ability to advocate and inspire.</p> <p>3.6 Experience of influencing people at all levels within an organisation and externally on behalf of an organisation.</p>	<p>A/PI/P</p> <p>A/PI</p> <p>A/PI/P</p> <p>A/PI/P</p> <p>A/PI</p> <p>A/PI</p>
4. Physical skills (with DDA modification where necessary)	4.1 Keyboard skills	A
5. Initiative & independence	<p>5.1 Track record of organising, prioritising and scheduling work for yourself and others in your team.</p> <p>5.2 Ability and experience of using initiative and independence over a broad area of activity involving decision-making, building support for a project, managing a project, managing a budget and using discretion.</p>	<p>A/PI</p> <p>A/PI</p>
6. Staff management	<p>6.1 Experience of line managing a team.</p> <p>6.2 Ability to influence and lead staff in project teams as required.</p> <p>6.3 Experience of working with freelance contributors and external contractors.</p> <p>6.4 Ability to motivate and develop staff in accordance with UNISON's management standards.</p> <p>6.5 Demonstrable leadership skills gained in a creative working environment.</p>	<p>A/PI</p> <p>A/PI</p> <p>A/PI</p> <p>A/PI</p> <p>A/PI</p>
7. Responsibility for resources	<p>7.1 Experience of preparing and managing a budget.</p> <p>7.3 Ability to manage external contracts and ensure value for money and contract</p>	<p>A/PI</p> <p>A/PI</p>

	adherence. 7.4 Ability to assess cost-effectiveness of communication channels and provide advice on resources required.	A/PI/P
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### Other Information

For an application form and further details, please visit [www.unison.org.uk/jobs](http://www.unison.org.uk/jobs).

Email your completed application to Jo Whelan [j.whelan@unison.co.uk](mailto:j.whelan@unison.co.uk) quoting **ref: CCP/52**.

Completed application forms must be received by no later than **12 noon on Monday 1 April 2019**.

Interviews will take place on 16 April 2019.