

# UNISON

## Digital Engagement Officer Communications Unit Ref: CCP/58

### Job Description

**Grade:** 4

**Location:** UNISON Centre, London NW1

**Reports to:** Digital Manager

### Overall summary

UNISON is the UK's largest public service union, representing some 1.3 million people working in local government, the NHS, schools and colleges, police staff, utilities, the community and voluntary sector and for private companies providing public services.

Our digital footprint is growing, as we aim to transform the reach and quality of our digital engagement with members nationally and down to the level of hundreds of individual branches.

Our websites are vital to the current and future strength of the union, as one of the most important channels we have to communicate with our millions of members, activists, potential members and supporters. The Digital Engagement Officer is an essential role in UNISON's digital team, overseeing, influencing and improving the web content being produced by dozens of authors across UNISON's national teams, regions and branches every month, ensuring they meet the highest standards for timeliness, relevance, quality and impact.

To do this they will set policies and standards for the two channels and assure these are adhered to; they will review and hone the design and user experience for our audiences, particularly complicated given the size and breadth of our audience and platforms; they will develop a comprehensive training programme for staff and branches to encourage best practice; and they will ensure the successful rollout our wordpress website platform to authors across the organisation.

You will combine an eye for detail with a strong understanding of content structure and design. This allows you to assess and identify how to bring together different content formats – be it text, photos, infographics or videos – to make the content on a particular web page look its very best for users. But it also means you know how broader changes to design, information architecture or other structural content can help a whole network of websites

to reach, engage and support millions of members and other key audiences as effectively as possible.

You will understand the technical considerations in making digital content work. You will have an understanding of HTML and CCS, know how to achieve great search engine optimisation of content and be comfortable working with developers and technical staff to assess and resolve any technical challenges in displaying content.

You will have experience of supporting a number of authors to guide and inspire them in delivering high-quality content, choosing what stories to highlight to engage members and support the key priorities of UNISON. Given the number of interactions with colleagues across the organisation, excellent personal communications skills and the ability to adopt different management styles are essential to succeed in this role.

Reports to: Digital Manager

**Key responsibilities:**

- Plan, deliver and evaluate policies, guidelines, training and quality assurance processes that ensure staff and activists across UNISON are producing web content that best supports our goals around recruitment, retention, organising and representation. Areas to cover include: writing for the web and house style, search engine optimisation and other online editorial skills.
- Develop and oversee a programme to grow the range and number of staff and activists delivering website content through national platforms. In particular, oversee a programme to trial and roll out a branch website system, aiming to move hundreds of branches across to this system.
- Working with colleagues, establish key performance indicators for UNISON's website content and implement measurement, analytics, and reporting methods to gauge success of activities.
- Promote and expand the use of planning and content management tools to support high-quality digital content creation at national and regional level. This includes a calendar website communications, a digital asset management tool for photo and video content.
- Direct the ongoing development of UNISON's website, intranet, image and other digital content platforms to ensure they support sector-leading presentation of impactful digital content.

- Plan, oversee, copy edit and rewrite key content for the UNISON national website & other websites, ensuring it supports UNISON's objectives, activities, its core values, meets house standards and is kept up to date.
- Horizon-scan and identify opportunities for employing innovative digital channels, messages and solutions to improve the quality, reach or effectiveness of UNISON communications, campaigns or day-to-day work.
- Developing UNISON's understanding of website tools and strategies through writing guides or blogs, delivering training and providing advice, guidance and support to staff.
- Understand, work within and promote UNISON's key aims and values, organisational objectives and priorities as decided by the general secretary, senior officers and the national executive council.

## UNISON

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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. 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
<b>1. Knowledge</b>	1.1 Strong understanding of acquiring, engaging and retaining audiences through digital content – particularly content delivered on websites.	<b>A/P/PI</b>
	1.2 Knowledge and extensive experience of managing complex organisational websites.	<b>A/P/PI</b>
	1.3 Strong understanding of techniques and tools to develop information architecture, improve user experience and search engine optimisation on websites.	<b>A/PI</b>
	1.4 Considerable experience and confidence in using website content management systems.	<b>A/P/PI</b>

	<p>1.5 Experience of developing and implementing content policies, guidelines and planning calendars within an organisation.</p> <p>1.6 Understanding of planning processes and project management to ensure projects are delivered to time and budget.</p> <p>1.7 Ability to understand and negotiate a range of complex strategic, organisational and audience requirements in developing content plans and content architectures.</p> <p>1.8 Sound knowledge of different content formats – particularly digital formats – and their strengths and weaknesses.</p> <p>1.9 Experience of using social media channels and customer relationship management systems.</p> <p>1.10 Solid knowledge and experience of monitoring and evaluation of website performance – including use of Google Analytics.</p> <p>1.11 Knowledge of HTML, CSS and any other scripting languages are advantageous.</p> <p>1.12 Knowledge of the full breadth of digital marketing techniques including SEO, analytics, social media, paid and organic search, and marketing automation desirable.</p> <p>1.13 Experience in and detailed understanding of developing and delivering content strategy also desirable.</p>	<p><b>A/P/PI</b></p> <p><b>A/PI</b></p> <p><b>A/P/PI</b></p> <p><b>A/P/PI</b></p> <p><b>A/PI</b></p> <p><b>A/P/PI</b></p> <p><b>A</b></p> <p><b>A/P/PI</b></p> <p><b>A/PI</b></p>
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<p><b>2. Thinking skills</b></p>	<p>2.1 Ability to understand, work within and promote UNISON's key aims and values and ensure our websites and email content support these.</p> <p>2.2 Ability to negotiate with stakeholders and win support for strategies or policies.</p> <p>2.3 Ability to apply a rigorous analytical approach to identify issues and propose solutions quickly.</p> <p>2.4 Ability to design and map business processes and information flows.</p> <p>2.5 Ability to plan long-term, considering different priorities and urgency and prioritising projects and work accordingly.</p> <p>2.6 Experience of creative thinking and ability to find fresh ways to reach and engage audiences.</p> <p>2.7 Able to keep up to date with the latest trends and best practices in online engagement and digital tactics and strategies.</p> <p>2.8 Ability to develop structured business cases based upon sound principles taking into account all the available information.</p>	<p><b>PI</b></p> <p><b>A/P/PI</b></p> <p><b>A/P/PI</b></p> <p><b>A/P/PI</b></p> <p><b>A/PI</b></p> <p><b>A/P/PI</b></p> <p><b>A/PI</b></p> <p><b>A/PI</b></p>
<p><b>3. Interpersonal and communications</b></p>	<p>3.1 Excellent professional spoken and written communication skills including:</p> <ul style="list-style-type: none"> <li>• drafting and editing compelling copy</li> <li>• editing and sub-editing using house style</li> <li>• ability to find and deliver engaging angles to copy</li> <li>• ability to write for the web and social media, email and text message campaigns.</li> </ul> <p>3.2 Ability to engage with external agencies, senior lay members and</p>	<p><b>A/P/PI</b></p> <p><b>PI</b></p>

	<p>officers of the union and win support for plans.</p> <p>3.3 Good people skills and ability to work collaboratively with colleagues in the communications team and across the union.</p> <p>3.4 Ability to advise colleagues, clients and suppliers on digital systems, tools and strategies.</p> <p>3.5 Ability to describe and present work in front of groups of stakeholders.</p>	<p><b>A/PI</b></p> <p><b>A/PI</b></p> <p><b>A/P/PI</b></p>
<b>4. Physical skills (with DDA modification if necessary)</b>	4.1 Excellent keyboard skills	<b>A</b>
<b>5. Initiative and independence</b>	<p>5.1 Ability to organise, prioritise and schedule work within an agreed set of priorities or work programme.</p> <p>5.2 Ability to lead on website and email communications, develop a plan and influence and negotiate with colleagues and stakeholders to implement the plan.</p> <p>5.3 Ability to lead on specialist area of work and report to senior managers, lay members and colleagues.</p> <p>5.4 Ability to set up and monitor an evaluation framework, reporting as necessary to stakeholders.</p> <p>5.5 Ability to use energy, enthusiasm and persistence to persuade and influence stakeholders.</p>	<p><b>A/PI</b></p> <p><b>A/PI/P</b></p> <p><b>A/PI</b></p> <p><b>A/P/PI</b></p> <p><b>A/PI</b></p>
<b>6. Team working</b>	<p>6.1 Experience of working as part of a creative team; briefing and working collaboratively with professional colleagues to deliver a work programme across different areas of responsibility.</p> <p>6.2 Ability to influence and negotiate with colleagues with confidence and</p>	<p><b>A/PI</b></p> <p><b>PI</b></p>

	<p>maintaining a positive and creative working relationship.</p> <p>6.3 Ability to join and contribute to short term or ad hoc working groups around particular projects.</p> <p>6.4 Ability to work across ad hoc or virtual teams including external agencies.</p>	<p><b>PI</b></p> <p><b>A/PI</b></p>
<p><b>7. Responsibility for resources</b></p>	<p>7.1 Experience of working with organisational knowledge and information resources.</p> <p>7.2 Experience and understanding of key issues around working with membership data, including data protection and privacy.</p> <p>7.3 Ability to monitor and manage analysis of digital data to assess impact of digital communications.</p> <p>7.4 Ability to work with external agencies and colleagues within a designated budget to ensure value for money.</p> <p>7.5 Experience of evaluating communication channels in terms of cost effectiveness and impact.</p> <p>7.6 Experience and understanding of impact of communications on brand and reputation.</p>	<p><b>A/PI</b></p> <p><b>A/PI</b></p> <p><b>A/PI</b></p> <p><b>A/PI</b></p> <p><b>A/PI</b></p> <p><b>A/PI</b></p>