



Job Profile

JOB TITLE: Digital Platforms Manager

REPORTS TO: Head of Digital Engagement

JOB PURPOSE:

The Digital Platforms Manager is responsible for maintaining and developing GamCare's website and digital support tools (such as our forum and self-help tools) to ensure that those who want or need our help can access support easily.

The role requires a strong understanding of web development technologies, digital content development, excellent project management skills, and a passion for creating engaging online experiences.

DIMENSIONS:

- Leading and developing GamCare's digital platforms to provide an excellent and seamless user journey
- Working closely with our digital development agency to plan and implement improvements and bug fixes
- Maintaining and developing the content across GamCare's digital platforms
- Identify metrics for the digital platforms that we can create KPIs for and develop over time

INTERNAL AND EXTERNAL CONTACTS:

Internal

- Operates as part of the Digital Engagement team
- Close collaboration with online services team, IT and data teams.
- Work across and in conjunction with all GamCare directorates to help and advise on platform improvements

External

- Work with our digital development agency to prioritise and deploy the development backlog
- Work with other external agencies such as UX or content development specialists

OVERALL ACCOUNTABILITIES:

Day to day management of the business as usual (BAU) backlog and support backlog

- Collaborate with teams to develop and implement website and digital support tool improvements that align with our goals and objectives
- Manage the development backlog (BAU and support), from initial concept to deployment, ensuring deadlines are met
- Work closely with external development agency, designers, and content creators to produce high-quality, user-friendly digital experiences

- Stay up-to-date with emerging web technologies and trends to ensure our website remains innovative and engaging

Ensure a seamless and engaging digital experience

- Monitor website usability and implement strategies to improve performance as needed
- Conduct regular website audits to identify and fix issues related to SEO, accessibility, and user experience
- Optimise website content and structure to improve search engine rankings and drive organic traffic

Lead on digital platform analytics and reporting

- Monitor website traffic and engagement metrics
- Generate regular reports on website performance and provide insights and recommendations for improvement.
- Track key performance indicators (KPIs) related to website goals and objectives

Develop engaging content

- Manage website content, including text, images, and multimedia assets, to ensure accuracy, relevance, and consistency
- Develop and maintain a content calendar to ensure timely publication of new content and updates
- Work with colleagues and external content creators to develop engaging and compelling website content that resonates with our audience

Stakeholder management

- Work closely with all teams across the organisation to ensure that our digital platforms reflect their goals and ambitions

Person Specification – Essential Criteria

Experience Criteria

Qualifications/ Knowledge

Google Analytics qualification or demonstrable analytics experience

Knowledge of Agile methodology principles

Experience

- Experience of managing multiple digital platforms including content production, bug fixing and user experience optimisation
- Experience of managing and maintaining digital product backlogs
- Experience of working closely with an external digital agency and other external digital partners
- Experience of using content management systems including Wordpress

- Experience with web analytics tools and SEO best practices

Skills

- Excellent project management skills, with the ability to organise tasks, manage deadlines, and work effectively under pressure.
- Strong stakeholder management and communications skills
- Skilled in digital storytelling and digital content creation
- Quickly to assimilate complex issues and pass through into a development backlog
- Extensive understanding of the digital engagement landscape and the multi layered approach to good digital engagement
- Attention to detail and a commitment to delivering high-quality work.
- Creative thinking and problem-solving skills, with a passion for innovation and continuous improvement.

Circumstances

- Able to attend the London office at least once a week
- Able to attend meetings and events outside of normal working hours if required (infrequent)

To be noted: This job description will be reviewed regularly. Any changes will be discussed with the post holder. This is not an exhaustive list of duties and responsibilities the post holder may be required to undertake other duties which fall within the grade of the job, in discussion with your line manager.