



Job Description



Job Title: Digital Producer
Department/Team: Digital \ Marketing & Communications
Location: Headquarters
Line Manager's Title: Digital Experience Manager

1. Overall Job Purpose

To provide web support to maintain and develop the main RSPCA website, microsites and other RSPCA digital initiatives. Working as part of communications to ensure content and multimedia on our web platforms are current, accurate, attract new supporters and engage existing to help drive conversions.

2. Structure

See Establishment Structure Charts

3. Key Tasks/Job Description

- Editing and publishing press releases including other news stories for the website, so that they meet best practices for web.
- Creating and preparing images or graphics for use on the website using photo editing software.
- Creating or editing and approving submitted content from project briefs while also carrying out updates on the site. Project managing and working with other content contributors may also be required for web publications although creative control will lie with the jobholder due to their knowledge of audience and user experience within RSPCA platforms and our SEO strategy.
- Reviewing the performance of content using Google Analytics and making changes, recommendations and performing tests where necessary to improve page performance and drive user consumption, engagement and conversion.
- Receive requests from various departments and branches about upcoming news and information, with this the job holder will interrogate the requirements and decide how is best to promote activities or include within our web strategy.
- Creating new web pages and content based on past, current or ongoing analysis of user experience. Based on results the job holder will modify content to optimise quality and performance for the target audience to

maximise engagement. The decisions made in this instance will impact user participation and potentially donation opportunities, therefore changes are coordinating within relevant departments where necessary to ensure feedback is current.

- Performing user acceptance testing on new website projects, to make sure that they are functioning correctly and meet the standards of the website before they are uploaded onto the live site.
- Advising contributors, in collaboration with the website editor and digital analyst, on digital-related best practice for web, e.g. SEO, accessibility and usability. To help make sure that content complies with web-related policies and brand guidelines.
- Create the RSPCA's monthly email newsletter (Buzz), which is sent out to over 280,000 individuals. To help promote our image and improve engagement with important/recent areas of the society's work.
- Providing website information and analytics for different stakeholders and content owners; that can then be used in project reports and meetings.
- Reviewing regular Content Management System (CMS) analysis and taking action as appropriate, to either continue with/update content on the site or to remove it.
- Design various graphics using photo and graphic editing software to help promote and convey important messages more interactively and entice donations on the website and through social channels.

While at work all staff are required to:

- Adhere to the Society's charitable objectives which are to promote kindness and prevent cruelty to animals.
- Understand and comply with the Society Code of Conduct.
- Take care of their own health and safety and that of others who may be affected by their acts and omissions.
- Co-operate with Society policies and procedures.

In addition to your normal duties, you may occasionally be required to undertake such other reasonable duties as necessary to meet the needs of the Society.

4. Person Specification

Please see person specification attached (appendix A)

This job description is a statement of the job content required as of February 2018. It should not be seen as precluding future changes.

PERSON SPECIFICATION**Digital Producer**

	ESSENTIAL	DESIRABLE
PROFESSIONAL AND/OR TECHNICAL QUALIFICATIONS	Educated to a Degree level or equivalent qualification	
EXPERIENCE	<p>Previous experience in similar role.</p> <p>Experience of using a CMS</p> <p>Experience of using Google analytics</p> <p>Experience project managing new online products</p> <p>Experience with conflict resolution</p>	
SKILLS AND COMPETENCIES	<p>Excellent knowledge of HTML</p> <p>Excellent interpersonal skills</p> <p>Intermediate knowledge of Cascading Style Sheets</p> <p>Understanding of data protection issues due to the large number of data capture forms that the role holder will be required to create.</p> <p>Excellent verbal communication skills across all organisational levels due to ongoing discussions with all levels within the hierarchy over what should and shouldn't be displayed online.</p> <p>Understanding of best practise writing for the web</p> <p>Proven writing skills including proofreading and editing, with an excellent grasp of grammar.</p> <p>Understanding of photo editing software</p>	
PERSONAL QUALITIES	<p>Attention to detail</p> <p>Quality focussed</p>	

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SPECIAL CIRCUMSTANCES (if any)		
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