

private & confidential

Role Description



BRITISH
ACADEMY

for the humanities and social sciences

Head of Digital

For further information please contact:

Renee Wo

T. 0207 340 6493

M. 07776 585 566

renee@ellwoodatfield.com

Emma Harrison

T. 0203 824 9857

M. 0777 858 569

emma@ellwoodatfield.com



Job Title: Head of Digital
Reporting to: Director of Communications and Engagement
Salary: c.£50k per annum
Location: London
Website: www.britac.ac.uk

Welcome message

Dear Candidate

Thank you for your interest in this role and the British Academy. We are an organisation with a great story to tell. For over a century, we have recognised, funded and nurtured the very best researchers and research in the Humanities and Social Sciences.

We count among our Fellowship some of the greatest thinkers of our time, and through our funding and research programmes, have developed a global community of academics at all stages of their careers.

The Humanities and Social Sciences make up over half of the UK's research base and graduates of these subjects drive major parts of the economy. There is no major challenge facing the world today that will not be solved by the Humanities and Social Sciences - alongside the physical and life sciences. Our disciplines help us to understand how we have lived, how we live now and how we want to live in the future.

There needs to be a much greater understanding of the value of our subjects and of who we are and what we do. That's where you come in.

We are reviewing and re-energising all aspects of our communications activity, particularly the way in which we use digital to communicate with our diverse audience and how we develop content that will engage and inspire our many audiences. Central to the success of this approach is a dynamic, agile, creative and effective Communications Department. This role and a number of others have been created following a review which looked at where we need additional skills and capacity in the team.

There is a real appetite for enhanced communications among our stakeholders and significant scope to introduce new channels and tactics as well as inputting into the overall strategy.

This is a great opportunity for someone looking for a new challenge and for the opportunity to drive change and deliver results. You will be an expert in all matters digital and make user focused decisions based on your broad range of knowledge and experience. You can find out more about what we are looking for in this pack. If you feel you fit the bill, we look forward to hearing from you

Best wishes

Liz Hutchinson

Director of Communications and Engagement

Introduction

The British Academy is the UK's national body for the humanities and social sciences. Our purpose is to inspire, recognise and support excellence in the humanities and social sciences, throughout the UK and internationally, and to champion their role and value.

We have three principal roles:

A Fellowship of distinguished scholars from all areas of the humanities and social sciences, elected by their peers, that facilitates the exchange of knowledge and ideas and promotes the work of our subjects.

A Funding Body that supports the best ideas, individuals and intellectual resources in the humanities and social sciences, nationally and internationally.

A Forum for debate and engagement that stimulates public interest and deepens understanding, that enhances global leadership and policy making, and that acts as a voice for the humanities and social science

Our Strategic Plan published last year and running to 2020 has four main objectives:

- Championing the Humanities and Social Sciences
- Advancing Excellent Research
- Shaping Policy and Public Understanding
- Delivering Global Leadership in Research

Our work is governed by a Council chaired by the President and comprising nine officers

(Vice Presidents with varying portfolios) and 15 ordinary members drawn from the Fellowship. A Management Advisory Committee of the Vice Presidents and the Directors make recommendations to Council on the Academy's objectives, policies and

procedures and monitors the work of the Academy at the operational level. There are a number of Committees sitting under this relating to a variety of briefs. A Communications and Engagement Committee, led by the Vice President for Public Engagement, steers the work of the Communications and Engagement Directorate.

About the role

This is a pivotal role as we seek to bring about significant change in our digital communications. You will assess the entirety of our digital activity and develop and implement a new strategy and way of working, including refreshing existing channels and practices and introducing new ones. You will develop staff members reporting to you, as well as work across the team to ensure that it is a truly integrated communications team that thinks digital first. You will be part of the Communications Team Management Team and input into our new Communications Strategy, working collaboratively with other Managers across the disciplines within our team as well as developing a community of editors for our channels across the organisation.

Who will I report to?

- You will report to the Director of Communications and Engagement

Who will I line manage?

- You will line manage two Communications Assistants, who will work flexibly across the team, and you will liaise closely with the other Heads of Sections in order to plan and use their time effectively.
- You will work in a small and interconnected team that relies on collaboration, flexibility and the ability to work across formal boundaries to deliver results.

What other key internal relationships will I have?

- You will work closely with a range of colleagues, particularly CMS editors across the Academy and the IT Services team.
- You will work particularly closely with your peers and staff in other departments in order to provide advice and guidance on digital communications matters and to be involved in the outset of projects.
- You will also work closely with the Communications and Engagement Committee and will be expected to form a digital advisory steering made up of Fellows, funding holders and others

What will be my success measures?

To be developed as part of your Performance and Development Review but may include:

- The re-development of britac.ac.uk with a demonstrably improved user experience and a supported and engaged community of editors
- The introduction of a new staff intranet and Fellows portal built on Sharepoint
- Improved social media channels and an effective engagement strategy in place

Job Description

Job Purpose

To lead the Digital Communications Strategy for the Academy, overseeing all digital channels including websites, social media and e-newsletters. Act as the Digital Communications Champion for the entire organisation, leading colleagues towards digital first communication and ensuring the Academy is making the best use of digital technologies to reach audiences. Set the standards for digital within the Communications Team and own all digital channels. Play an active role in the Management Team within Communications and across the wider organization

Main duties and Responsibilities

Communications

- Act as the Digital Communications Champion for the organisation, promoting a digital-first approach and supporting colleagues to modernise their operations so that they are optimised for digital
- Provide leadership of the Academy's websites and other digital channels, with particular focus on UX and IA, and ensuring an effective content management process
- Develop a roadmap of digital priorities, consulting internal colleagues and with an eye on new developments in technology and practices, applying them where appropriate
- Manage the production of rich media, particularly film and audio including managing budget for the external commissioning of content to ensure quality and value for money
- Develop the Academy's social media strategy, ensuring channels and content aligns with our brand and helps to promote the work of the organisation to a wider audience and work closely with the Head of News on its delivery
- Produce and commission research to ensure the effectiveness of our communications

Channel management

- Provide editorial management of the Academy website, curating key landing pages to ensure it is a dynamic showcase
- Advocate for the user, ensuring excellent User Experience across all platforms informed by regular user testing and feedback
- Keep up to date with new developments in digital and feed opportunities into the Academy's Digital Roadmap

- Develop a range of processes and systems to support the management of our digital channels and set up Service Level Agreements with suppliers and our IT Services
- Use analytics to regularly review the performance of the site and contribute development ideas to the Digital Roadmap
- Enhance the Academy's SEO, through active management of content on our own site and contributing to the content strategy
- Project manage the development of new channels; such as the Fellowship Portal and the Intranet to ensure high levels of user engagement
- Develop a community of Content Editors, providing active training and support to ensure high standards across all sections of the site
- Support colleagues to modernise their communications so that it is digital optimised, and digital-first

Leadership and management

- Lead and manage a team of two assistants to ensure high performance and the development of skills and experience and provide a wider supervisory role across the team and formal line management boundaries
- Deputise for the Director of Communications in her absence
- Play an active role in the Communications Directorate Management Team, contributing to cross-team development including priority setting and ways of working, and to the overall organisational strategy.
- Play an active role in the wider Team Leaders network, contributing to organisational efficiency and effectiveness.
- Oversee a significant budget, ensuring value for money and quality where work is commissioned from suppliers

Person specification

Experience and qualifications

- Demonstrable record of achievement in delivering significant results for an organisation from digital communications
- Demonstrable experience of leading digital transformation for an organisation
- Extensive experience of developing multi-channelled digital communications strategies
- Experience of managing digital transformation projects, with associated budgets and staffing
- Educated to degree level or equivalent, ideally in an H or SS discipline

Knowledge

- Exceptional knowledge of the digital and publishing environment, with a readiness to bring the latest innovations and apply it in line with organisational strategy
- Exceptional knowledge of accessibility legislation and guidance
- Understanding of user-focused design of digital channels

- In depth knowledge of HTML, and the ability to edit their own and others' codes
- Detailed understanding of database structures and development and their actual and potential interface with web systems
- Knowledge of running focus groups and user testing to inform strategic decisions

Skills

- Strong leadership skills with the ability to inspire and lead a team and develop individuals to meet their potential
- Excellent interpersonal skills, able to communicate effectively with people at all levels
- Ability to engage and motivate non-specialists to create change
- Ability to gather and interpret research and insight to make user-focused decisions
- Political judgement and the ability to make sound business decisions
- Ability to persuade and negotiate with internal and external stakeholders
- Ability to manage competing demands and prioritise and delegate accordingly

Personal style and behaviours

- Resilience and the ability to keep calm under pressure
- Responsiveness and the ability to act quickly and effectively
- A team player who works collaboratively and communicates effectively with colleagues
- Manages time and resources effectively
- Demonstrates a pro-active, can-do attitude

Other requirements

- An inspiring leader, able to work across boundaries to secure change
- An innovator eager to bring about new ways of working
- An exceptional work ethic and can-do attitude
- Personal commitment to the values, vision and objectives of the organisation
- Handles difficult situations with sensitivity and respect
- Demonstrates a commitment to equality and diversity
- Flexibility to work out of hours at events and occasionally at short notice, as required

Department structure

