

# Digital Content Officer (Band 5)

Recruitment Profile - This is a summary of the Job Description and Person Specification



**Blood and Transplant**

## About the Role

In this role you will work as part of the wider NHS Blood and Transplant (NHSBT) Donor Experience directorate to undertake website management activities, including use of a content management system (CMS) to update NHSBT websites and digital project management. Your responsibilities will include:

- Working closely with colleagues and senior leaders across the organisation as well as external stakeholders and partners, including web agencies
- Be responsible for supporting NHSBT's core activity of blood and organ donation in a digital capacity across multiple websites and digital channels.
- Being responsible for updating, writing, editing, reviewing and publishing digital content across multiple websites.
- Working with, supporting, and training internal CMS editors to review and publish online documents and updates.
- Delivering content that is accurate, timely, high-quality (based on insight and outputs of user testing, relevant to audience, easily understood) and to NHSBT's style. Monitoring the performance of content and tools and work with a multi-disciplinary team to understand user behaviours and feedback.
- Project task planning and day-to-day management of NHSBT's digital inbox and communications strategy.
- Work closely with internal/external stakeholders and customers, web developers and IT, Brand Communications, Media & PR, and Internal Communications teams; providing training and expertise in Digital; as well as external digital agencies to help deliver the digital communications strategy and roadmap.

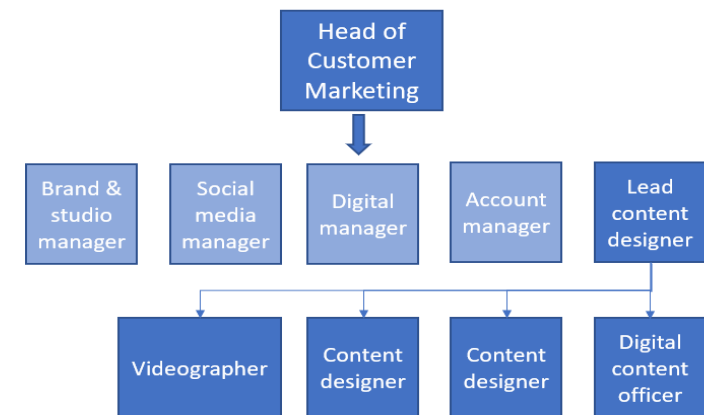
You will be required to undertake occasional travel to any NHSBT sites to meet the requirements of the post (notice will be given).

## About Us

*Our three core principles are critical to our service, guiding everything we do and inspiring us to be the best.*

- We **care** about our donors, their families, the patients we serve, and our people.
- We are **expert** at meeting the needs of those who use our service and those who operate it.
- We provide **quality** products, services and experiences for donors, patients and colleagues.

## Organisation Structure



**About You** - This section details the personal attributes we require for this role. You will need to demonstrate these throughout the recruitment process

### Behaviours and Values

- **Communicating** – Friendly and approachable, able to relate to staff, donors and patients from all backgrounds, promoting NHSBT positively
- **Collaborating** – Know the importance of your own behaviour and body language when communicating and working with others
- **Leading** – Professional in matters of confidentiality, security, integrity, honesty, performance, attendance and appearance
- **Customer focused** – Demonstrate and promote high standards of quality customer care to both internal and external customers
- **Performing** – Able to use and act on feedback from others on your performance and behaviour to increase your own self awareness
- **Innovating** – Consider, suggest and be open to alternative ways of working to make continuous improvements

### Skills and Abilities

- Communicate succinctly, clearly and accurately in plain simple English, both verbally and in writing
- Be an effective team member who is able to relate to colleagues at all levels across our large multi-site organisation with tact and diplomacy
- Motivate others, promoting a clear sense of purpose and a positive attitude to work with individuals and teams
- Follow given instructions and ensure the services you provide are in line with standard processes and good practice, showing attention to detail
- Organise and prioritise own workload and where required workload of others, taking responsibility for delivering results within agreed timescales and standards within an environment of changing priorities and pressures
- Use initiative to look out for issues at work, acting quickly and calmly to focus on finding a solution

### Experience and Knowledge

- Experience of working with data management tools or content management systems (CMS)
- Experience of producing written material for the web, accessibility, web copywriting, editing and proofreading material
- Experience of working with Information Technology using Microsoft Office packages (Word, Excel and PowerPoint)
- Experience of working with other communications professionals as part of an integrated communications team is desirable
- Knowledge and experience of working with external agencies/suppliers including contributing to creating briefings documents and project schedules is desirable

### Qualifications and Training

- Degree-level qualification or equivalent experience
- Postgraduate qualification or equivalent experience and professional digital qualification is desirable
- Demonstrates commitment to own continued professional development (CPD)