



## Job Description

<b>Job title:</b>	TSSW Digital Engagement Manager
<b>Responsible to:</b>	WCVA Head of Systems and TSSW Partners
<b>Responsible for:</b>	Digital Content Officer
<b>Group(s):</b>	Systems, Support and Voice
<b>Activities:</b>	Digital Products, Developing Skills and Knowledge, Communications, Volunteering, Sustainable Resources
<b>Key Responsibilities:</b>	Support Third Sector Support Wales (TSSW) partners and external organisations to maximise the use and impact of our digital platforms.
<b>Salary:</b>	WCVA Grade D: £39,337 rising to £44,274 per annum The starting salary will be £39,337 with progress through the salary range linked to successful completion of probation period and our performance review process.
<b>Base:</b>	WCVA operates a hybrid and flexible working policy which means you can work a proportion of your time at our offices or remotely (including at home). We are a pan Wales organisation with office hubs in Aberystwyth, Cardiff and Rhyl that staff can utilise. There will be a requirement to attend some specific staff events and work engagements at our offices.
<b>Annual Leave:</b>	25 days per annum, plus bank holidays, plus five discretionary days.

**Hours:** 35 hours per week; flexibly.

**Superannuation:** WCVA provides a contribution of 9% of your annual salary to its approved pension scheme.

**Welsh Language category:** Desirable.

## AIM OF THE POST

This role plays a pivotal part in ensuring the quality, accessibility, and visibility of the digital platforms delivered by TSSW. The postholder will lead the co-production of content strategy, editorial processes, user engagement, system improvements and marketing activity across the TSSW platforms:

- Funding Wales - <https://funding.cymru>
- Knowledge Hub - <https://knowledgehub.cymru>
- Volunteering Wales - <https://volunteering-wales.net>
- Infoengine - <https://en.infoengine.cymru/>
- TSSW site - <https://thirdsectorsupport.wales>

Working in collaboration with partners and stakeholders, the role will ensure the platforms are content rich, relevant, and user focused - enabling voluntary organisations, volunteers and wider stakeholders to access the support, information and opportunities they need. The role will put user insight and feedback at the centre of decision-making to support ongoing improvement.

Ultimately, this role will be integral to TSSW maximising the reach (increased users) and impact of the digital platforms in supporting the resilience of voluntary organisations in Wales.

This post will work on behalf of TSSW, but employed by WCVA, reporting through the appropriate TSSW governance channels.

The post-holder will also work closely with the relevant topic service leads: Volunteering Manager, Learning and Events Manager, Sustainable Resources Manager, Governance Manager and Safeguarding Manager.

## MAIN DUTIES

- Lead the development, editing and quality assurance of content across all TSSW digital platforms, working with the relevant service leads to ensure clarity, consistency, accessibility and relevance of content across the platforms.
- Implement a content management strategy that is shaped by user insights, service design and performance data.
- Design and coordinate user engagement plans to understand and respond to the needs and behaviours of users, including voluntary organisations, volunteers, funders, and the public.
- Gain user insights through surveys, workshops, interviews, analytics and support queries to improve user experience and content relevance.
- Work with the Digital Content Officer to create accessible, inclusive and engaging content in line with branding, house style and Welsh Language standards.
- Develop and lead targeted marketing and promotional campaigns to raise awareness, grow reach and increase user registrations across platforms.
- Provide support, training, and information to TSSW partners and external organisations to maximise the use, understanding and impact of our digital platforms.
- Provide updates and progress reports to various part of the TSSW governance structure including project boards, Welsh Government, and other stakeholders as required.
- Line manage the TSSW Digital Content Officer, inspiring, motivating and supporting them so that they are delivering high quality work, working as an effective team, and meeting organisational and individual deadlines/objectives.

This is not an exhaustive list. The post holder may be asked to carry out additional duties from time to time or, as required, by the developing needs of the service or organisation.

## PERSON SPECIFICATION

The following are *essential skills* (candidates who cannot demonstrate these will not be short listed)

1. A commitment to WCVA's purpose.
2. A commitment to foster a culture of equity, diversity, inclusion, and anti-racism where everyone feels they belong. This requires actively challenging discriminatory practices, creating an environment where each individual has equal opportunities to thrive, and valuing diverse perspectives.
3. Experience of engaging and working with diverse user groups to inform content or service developments.
4. Experience of developing and delivering content and engagement strategies or campaigns.
5. Experience working with analytic tools and user research methods to improve engagement and performance.
6. Understanding of digital accessibility, plain language and inclusive content design.
7. Excellent written and verbal communication skills, able to write and edit content for a variety of audiences.
8. Excellent relationship management skills, able to collaborate and build trust with partners, stakeholders and users.
9. Experience in designing and delivering training based on stakeholder requirements.
10. Excellent organisation and co-ordination skills, with the ability to work on multiple projects, manage different priorities or ideas and coordinate the work of others.
11. A disciplined self-starter with creative energy, who has experience of leading and managing a team.
12. The ability to maintain strict confidentiality and comply with GDPR.

The following are *desirable skills* (these skills are preferable, and would enhance the application)

1. Experience in the voluntary or public sector.
2. The ability to communicate in Welsh; the appointed candidate is expected to display an awareness of and support for the Welsh language.
3. Experience of taking service design or co-production approaches to service development, working with diverse user groups.
4. Experience of using agile project management methods or similar project management methodologies.