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| **A** | **Post Details** | | | | | | | |
|  | Job Title: | Digital Executive | Function: | | Commercial | | | |
|  | Location: | Four More London | Unique Post Number: | |  | | | |
|  | Reports To: | Digital Manager | Grade: | | MG1 | | | |
| B | **Purpose of the Job** | | | | | | | |
|  | Manage, produce and develop content for the Southeastern brochure site - www.southeasternrailway.co.uk  Manage organic social content on the Southeastern Instagram and Facebook channels -  www.instagram.com/se\_railway/  www.facebook.com/southeasternofficial/  Manage reporting and feedback for all digital channels. | | | | | | | |
| C | **Principal Accountabilities** | | | | | | | |
| C1  C2  C3  C4  C5  C6  C7  C8  C9  C10    C11  C12  C13  C14  C15 | Ensure information on the Southeastern brochure site is kept up to date at all times, so it provides relevant and appropriate communication to all audiences.  Have full responsibility to copywrite, design & edit digital content.  Manage a wide range of content sources.  Support marketing colleagues to best support our revenue generating campaigns and other promotional activity.  Work with the communications team to ensure online communication material promotes company activity and improves perception.  Measure the effectiveness of content on the brochure site and work to continually improve it to increase engagement and maximise revenue.  Provide company with relevant content reporting to enable business decisions to be taken about the effectiveness of digital content and promotional activity.  Create content strategy for brochure site.  Manage the production of organic social media content with our media agency, ensuring it best supports business objectives and marketing activity.  Support marketing team with the ongoing development of our social media strategy.    Ensure consistent messaging across all Southeastern external comms channels.  Resolve any feedback or issues relating to the brochure site, retail site, app and social channels.  Manage BAU brochure site development with agency to ensure functionality best supports passenger needs.  Provide company with relevant online revenue reporting.  Support the Digital Manager in all digital channels where necessary. | | | | | | | |
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| D | **Safety Responsibilities** | | | | | | | | |
| D1 | This post is required to undertake SAFETY CRITICAL WORK | | | Yes | |  | No | **🗸** | |
| D2 | This is a KEY SAFETY POST or nominated deputy | | | Yes | |  | No | **🗸** | |
| D3 | The holder of this post is identified as a KEY SAFETY MANAGER | | | Yes | |  | No | **🗸** | |
| D4 | The job requires competence in PERSONAL TRACK SAFETY | | | Yes | |  | No | **🗸** | |
| D5 | This job has SPECIFIC SAFETY RESPONSIBILITIES (if Yes see section D6 below) | | | Yes | |  | No | **🗸** | |
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| D6 | The post holder has the following specific safety responsibilities: | | | | | | | | |
|  | * N/A | | | | | | | | |
| E | **Decision Making Authority** | | | | | | | | |
| E1 | Deciding the design and digital content. | | | | | | | | |
| F | **Most Challenging and/or Difficult Parts of the Role** | | | | | | | | |
| F1  F2  F3  F4  F5  F6  F7  F8 | Organising and prioritising workload.  Ensuring high quality and consistent content through attention to detail and own initiative.  Ensuring all content that is added to our digital channels is of value.  Educating and providing advice and guidance to colleagues regarding website opportunities and limitations.  Making sure best practice design is adhered to.  Balancing the importance of revenue generating content versus passenger information.  Manage business expectations for brochure site  Connecting workstreams to ensure a coordinated output. | | | | | | | | |

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| G | **Person Specification** |
|  | Southeastern aims to recruit people not just for jobs but for long term careers. We want good quality, talented people with the right attitude who will stay with us.For these reasons we look for evidence of Southeastern values and behaviours in all potential staff and our existing staff looking for promotion along with the particular experience / knowledge, skills and behaviours relevant to the position applied for. These are:We care passionately about our people and passengers  * + we put ourselves in our passengers’ shoes to do what’s right for them   + we support our colleagues to be, feel and do their best   + we love the places we serve and do our bit for our communities and environment  We aim to be the best  * + we move with pace, we’re agile and learn from everything   + we relentlessly strive to be the best   + we are professionals with personalities  We make the difference together  * + we are answerable to each other and our passengers   + we trust each other and do what we say we will   + we are stronger together than we are as individuals   The job demands the following blend of experience / knowledge, skills and behaviours (all are essential, unless otherwise shown and will be assessed by application and/ or interview / assessment): |
| G1 | Experience, Knowledge & Qualifications  * Excellent organisational skills, with the ability to prioritise work on own initiative. * Outstanding attention to detail with strong copywriting, proofing and editing skills. * Excellent communication and people skills. * Previous experience managing web and social content. * Data reporting experience. * Educated to degree level or equivalent. * Ability to work to tight deadlines. * Thinking and problem solving. |

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| G2 | Behaviours & Skills    * Organised * Detailed * Strong planning, prioritising and time management skills * Excellent communication and people skills * Enthusiastic * Able to see the bigger picture * Strong influencer and negotiator * Supportive * Good team worker * Strong analytical skills * Thinking and problem solving * Professional * Honest * Resilient | | | | | | | | | |
| G3 | **Other** | | | | | | | | | |
| H | **Dimensions of Role** | | | | | | | | | |
| H1 | Financial – Direct: | | | |  | | | | | |
| H2 | Financial – Other: | | | |  | | | | | |
| H3 | Staff Responsibilities – Direct: | | | |  | | | | | |
| H4 | Staff Responsibilities – Other: | | | |  | | | | | |
| H5 | Any Other Statistical Data: | | | |  | | | | | |
| I | **Acknowledgement** | | | | | | | | | |
| I1 | Prepared By: | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | | | Date: | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | |
| I2 | Approved By (Head of Department): | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | | | Date: | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | |
| **J** | **Job Description Briefing** | | | | | | | | | |
|  | The post holder has been briefed on and understands the requirements of this Job Description and other related documents: | | | | | | | | | |
|  | Name of Post Holder: | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | Signature: | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | | Date: | \_\_\_\_\_\_\_\_ |
|  | Name of Briefing Manager: | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | Signature: | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | | Date: | \_\_\_\_\_\_\_\_ |
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| **K** | **Nominated Deputy for Safety Requirements** | | | | | | | | | |
|  | If this is a KEY SAFETY POST (D2 in Safety Details above is YES) at least one nominated deputy must be identified. The Job Holder must ensure that the Nominated Deputy(ies) receives a copy of, and is briefed on this Job Description. If there are more nominated deputies, they should sign further copies of this Job Description. | | | | | | | | | |
|  | The nominated deputy has been briefed on and understands the requirements of this Job Description and other related documents: | | | | | | | | | |
|  | Name of Nominated Deputy: | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | Signature: | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | | Date: | \_\_\_\_\_\_\_\_ |
|  | Name of Briefing Manager: | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | Signature: | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | | Date: | \_\_\_\_\_\_\_\_ |
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