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| **A** | **Post Details** | | | | | | | |
|  | Job Title: | Digital Manager | Function: | | Commercial | | | |
|  | Location: | 4ML | Unique Post Number: | | FTC - WFR | | | |
|  | Reports To: | Head of Digital | Grade: | | MG1 | | | |
| B | **Purpose of the Job** | | | | | | | |
|  | Support the Head of Digital in delivering digital applications and services, in line with the digital strategy. This role will help accelerate Southeastern’s digital transformation by offering great digital customer experiences. | | | | | | | |
| C | **Principal Accountabilities** | | | | | | | |
| C1  C2  C3  C4  C5  C6  C7  C8  C9  C10  C11  C12 | Support the delivery of the digital strategy to deliver passenger revenue targets, company and industry objectives.  Lead the end-to-end delivery of assigned projects, liaising with internal and external suppliers, stakeholders and customers as needed.  Manage reporting and analysis of digital usage, revenue and other data, highlighting key insights and proposing improvements.  Increase channel share and maximise conversion through ecommerce development, content creation and site optimisation.  Act as subject matter expert for digital services as agreed with line manager and in support of company strategy.  Recommend and implement SEO content strategies.  Support and ensure digital channels maintain adherence to GDPR and WCAG 2.1 regulations.  Ensure all digital channels have a consistent output.  Support Commercial Directorate to deliver digital retail transformation including Business Plan Commitments and Smart Media target.  Support Head of Digital to implement and manage the on-board entertainment portal and passenger Wi-Fi, including real time information as directed. Support the product development of WiFi and maintenance of the WiFi log on.  Support the day-to-day operations of the digital team and wider Commercial directorate as needed.  Deputise for the Head of Digital on internal and external meetings when required. | | | | | | | |
| 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 | **🗸** | |
|  |  | | | | | | | | |
| D6 | The post holder has the following specific safety responsibilities: | | | | | | | | |
|  | * N/A | | | | | | | | |
| E | **Decision Making Authority** | | | | | | | | |
| E1 |  | | | | | | | | |
| F | **Most Challenging and/or Difficult Parts of the Role** | | | | | | | | |
| F1  F2  F3  F4 | Manage priorities and workload  Balance demands of revenue generating activity and our best ever customer experience  Remain abreast of fast changing digital landscape and rail change.  Manage business expectations for all digital channels | | | | | | | | |
| 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 **Required**  Proven track record in delivering successful websites and website applications  Proven ability to present complex material in a simple, understandable way  Ability to analyse data to provide managers with information needed to make business decisions  Proven ability to manage complex multi supplier/stakeholder projects to agreed timelines and budget  Demonstrable experience in UX and User Journey creation.  **Desirable**  Demonstrable experience in SiteCore, Google Analytics and React Native platforms.  Ability to write clear, concise and easy to read copy, eye for design  Previous line management experience, professional project management experience (APM or equivalent) | | | | | | | | |

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| G2 | Behaviours & Skills Professional  Planning and organising  Taking a broader view  Influencing and negotiating  Team work, sharing and supportive  Honesty and integrity  Resilience  Attention to detail  Adding value  Excellent communication and people skills  Strong planning, organising and project management skills  Thinking and problem solving  Strong analytical skills | |
| 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: |  |

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| 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: | \_\_\_\_\_\_\_\_ |
|  |  |  | |  |  | | |  |  |
| **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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