

JOB DESCRIPTION: Digital Assets Coordinator (1 FTE)

REPORTS TO: Services Manager

LINE MANAGES: N/A

PURPOSE:

The Digital Assets Coordinator will work across the organisation to maintain and develop the range of digital assets in services, fundraising and communications activities. Ultimately, the role will support the wider team to reach more people affected by SCI and ensure that they;

- Are able to reach their full potential
- Have the confidence and practical skills to live a full independent life
- Have support to achieve the goals that matter to them

VALUES

All roles at Back Up should reflect our core values:

We embrace challenge

Challenge is central to our learning and growth; it helps us gain knowledge and skills. By finding ways to overcome challenge and move forward we gain a sense of achievement, supporting us to realise our full potential.

We have fun

We believe that having fun allows us to connect with others, whilst opening up opportunities to develop, achieve and get the most out of life, showing that there is a positive future after spinal cord injury.

We build inclusive communities

We achieve more for people affected by spinal cord injury when we work together. We are collaborative and inclusive in our approach. We embrace diversity, working with and supporting individuals, groups, and the wider spinal cord injury community, bringing people together.

We are ambitious for each other

We are driven by the needs of people with a spinal cord injury and their families. We are passionate, striving to be the best. We set high standards, and we work hard to reach them. We are proactive, push boundaries, try new approaches and we learn quickly. We recognise that failure doesn't have to equal loss, rather an opportunity for growth. We listen to what people affected by spinal cord injury want and we seek innovative responses based on their feedback.

PRINCIPAL ROLE:

The Digital Assets Coordinator will oversee the ongoing maintenance and development of Back Up's digital assets and the associated data assets, supported by colleagues acting as content owners. They will ensure that user experience and

accessibility standards are applied. They will enjoy autonomy in their approach whilst receiving support to ensure the outputs align to the Transforming Lives strategy.

SPECIFIC DUTIES:

The postholder will be an innovative, creative and personable individual who will be passionate about working co-productively in the digital space.

There are two key elements to the role:

1. Digital operations. The postholder will monitor and coordinate the existing suite of digital tools used by Back Up. These include a chat-bot, online 'guides', Back Up Connect, the What Next course, the Back Up Zoom Lounge, (and Youth Lounge) and the Wheelchair Skills App. They will develop and implement plans for their improvement whilst overseeing their day to day delivery, working with colleagues to ensure that the content is relevant and appropriate, and reflects the values, aims and objectives of Back Up.
2. Development. The postholder will use their skills and creativity to develop new digital tools to support wider objectives. These will include but are not limited to services, fundraising and communications. Working collaboratively, the postholder will take a planned and structured approach to their work.

The Digital Asset Coordinator will do this by;

- Building and maintaining positive, productive and trusting relationships with staff and volunteers at Back Up.
- Managing a varied and challenging plan of work, being transparent, open and accountable.
- Using their skills and knowledge to bring new ideas to the organisation that can support its vision and mission, and supporting others to better understand digital and data assets.

The role will oversee the maintenance and development of Back Up's digital assets by;

- Implementing and updating the plan for work for digital assets.
- Liaising constructively internally and externally; with staff, volunteers and key partners.
- Acting consistently, energetically and proactively on behalf of Back Up.
- Being a champion of digital delivery, with an eye for detail and a passion for a digital first – but not digital only, approach.
- Understanding the importance of demonstrating impact and the opportunities and challenges that digital delivery presents in this space.
- Having an eye for detail and a commitment to accessibility and positive user design experiences.
- Understanding the need to constantly consider sustainability, always looking for opportunities for income generation in the suite of digital assets
- Possessing a desire to keep abreast with relevant developments and innovations that could benefit Back Up.

KEY RELATIONSHIPS

The post holder will be required to proactively engage with staff, volunteers and key partners as well as a range of other internal and external stakeholders including:

- Back Up Services staff and volunteers
- Back Up Fundraising staff and volunteers
- Back Up Communications staff
- Back Up's Senior Management Team
- Service Users and their families
- Service delivery, operational and/or corporate partners as required

PERSON SPECIFICATION

Requirements

- Work flexibly within the wider serv team and communicate well with other colleagues, ensuring transparency and accountability in their work and that colleagues, including relevant senior managers, are briefed on potential issues.
- Taking a proactive approach to problem solving
- Contribute to information and training sessions on issues relating to digital assets and delivering training and support around associated data assets and use of systems
- Lead the maintenance and development of varied and accessible assets in a range of formats as required.
- Appreciate and learn from others to inform your work

The postholder will need to be highly organised in relation to work programming and in time management, with excellent attention to detail and ability to adapt to changing programme requirements.

The postholder is specifically required to work in a proactive manner, identifying problems and proposing solutions and alternative courses of action whilst promoting Back Up's values at all times.

The postholder will be required to:

- To use Back Up's electronic communications systems, database, spreadsheets, word processing packages and templates competently and promote good data management practices. Support the wider teams to analyse, interpret and present data and information to highlight positive outcomes, issues and risks to support and enable decision making.
- Adhere to risk and safeguarding management plans and ensure service procedures for managing risk are followed, seeking appropriate advice and authorisation from managers where required.

Essential Requirements

- Fundamentals of Digital Marketing (Google or similar)

- Relevant qualifications and training
- Knowledge acquired through experience or training.
- Commitment to continued professional development

Skills and Abilities

- Exceptional skill and confidence in the use of a range of digital platforms, solutions and innovations.
- Adept at the use of the MS Office suite of programmes.
- Willingness to learn and explore new digital solutions, whilst understanding and managing risk.
- Ability to build constructive positive relationships with both external and internal contacts to achieve results.
- High level of interpersonal skills, tact and diplomacy to relate positively to stakeholders and promote good relationships.
- Excellent planning skills and disciplines
- Able to identify, solve problems and mediate between stakeholders
- Ability to communicate confidently with people at all levels
- Ability to help colleagues to interpret and understand data and reports
- Ability to analyse very complex issues where material is conflicting and drawn from multiple sources;
- Ability to prepare and produce concise communications for dissemination to a broad range of stakeholders as required;
- Able to construct and deliver group or 1:1 training sessions – acting as a champion for both digital and data.
- Ability to represent Back Up appropriately to service users, senior managers and members across partner agencies

Experience:

- Demonstrated experience in the management and development of digital assets used for fundraising, communication, marketing, promotion or delivery of services.
- Demonstrated experience in digital marketing and fundraising initiatives.
- Experience of managing a workload with competing demands.
- Experience in managing projects
- Experience in digital gaming monetisation (desirable)
- Personal experience of spinal cord injuries and the issues surrounding them (desirable).

Knowledge of:

- A range of digital platforms and solutions, data management and systems
- Digital innovation in fundraising, marketing, communications and services.
- Spinal cord injury or physical disabilities (desirable)