



## ROLE DESCRIPTION/SPECIFICATION

Job Title	Digital Communications Manager
<b>REPORTING TO</b>	
Job Title	Communications & PR Manager
<b>Function/Team</b>	
Function/Team	Communications
<b>ORGANISATION CHART (show key reporting lines)</b>	
<pre> graph TD     DCE[Director of Communications &amp; Engagement] --&gt; CCM[Corporate Communications Manager]     DCE --&gt; SM[Scheme Manager (Communications)]     DCE --&gt; CPRM[Communications &amp; PR Manager]     DCE --&gt; CE[Communications Executive]     CPRM --&gt; DCM[Digital Communications Manager]           </pre>	
<b>PURPOSE OF THE POSITION</b>	
<p>The Digital Communications Manager oversees and manages Red Tractor's website, digital newsletter distribution and other forms of digital communications. The post holder is a digital expert who works closely with colleagues expert in food standards, communications and data management to advice on digital best practice, creating impactful and outcome led digital communications. Their work contributes to efforts to deliver value and build trust in Red Tractor amongst key stakeholders including farmer members, food businesses and government.</p>	
<b>MAIN RESPONSIBILITIES</b>	
<ul style="list-style-type: none"> <li>• <b>Agency oversight:</b> Manage and work closely with Red Tractor's digital agency to develop and maintain Red Tractor's website.</li> <li>• <b>User experience:</b> Ensure users of Red Tractor's website, particularly farmers and licensed food businesses, are able to complete required tasks effectively and easily through Red Tractor's website by ensuring effective user journeys and excellent user experience.</li> <li>• <b>SEO:</b> Ensure Red Tractor's website appears highly in search engine rankings through effective search engine optimisation (SEO).</li> <li>• <b>Newsletters:</b> Work with data, IT and communications colleagues to develop and optimise Red Tractor's digital newsletters.</li> <li>• <b>Content oversight:</b> Act as the lead editor and curator of Red Tractor's website, ensuring consistency in editorial style, tone of voice and useability.</li> <li>• <b>Content development:</b> Develop website and newsletter content, including web pages, news articles and multi-media assets which are consistent with Red Tractor's tone of voice and branding and incorporate key messages.</li> <li>• <b>Analytics:</b> Evaluate the performance of Red Tractor's digital communications, developing key performance indicators, recommending and delivering improvements.</li> <li>• <b>Social media:</b> Work closely with the Communications Executive to ensure Red Tractor's social media strategy effectively amplifies Red Tractor's communications and drives traffic to the website.</li> </ul>	

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				Version	1



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- **Staff development:** Develop and train other members of the communications team to become experts in digital communications.

**Behaviours:** Act in line with Red Tractor's values of Integrity, Trustworthiness, Community, Expertise

### ADDITIONAL INFORMATION/SKILL REQUIREMENTS (*educational plus other*)

Education & Qualifications	Degree educated or equivalent.
Experience & Knowledge	<p>Essential:</p> <ul style="list-style-type: none"> <li>• A minimum of five-year experience developing and managing websites</li> <li>• Experience building, curating and improving e-newsletters</li> <li>• Knowledge of Search Engine Optimisation, User Journeys and User Experience</li> <li>• Excellent written English, with experience writing and editing digital content</li> <li>• Understanding of linking digital platforms, including social media channels as part of a communications campaign</li> <li>• Experience working alongside communications and/or marketing colleagues to integrate digital platforms into multi-channel communications campaigns</li> <li>• Project management experience</li> </ul> <p>Preferred:</p> <ul style="list-style-type: none"> <li>• Experience using a CRM system</li> <li>• Multi-media development experience, including ability to create short films, graphics and edit images</li> <li>• Experience of responding rapidly to developing issues or crises</li> <li>• Understanding of brand development and working within brand guidelines</li> </ul>
Leadership Competencies / Management Skills	<ul style="list-style-type: none"> <li>• Strong judgement and problem solving under pressure.</li> <li>• Influencing and negotiation skills.</li> <li>• Project management.</li> </ul>
Personal Attributes, Communication & Interpersonal Skills	<ul style="list-style-type: none"> <li>• Excellent verbal and written communicator, with the ability to convey complex concepts simply and persuasively.</li> <li>• Resilience, adaptability, and a proactive approach.</li> <li>• Collaborative and diplomatic, building trust with diverse internal and external stakeholders.</li> <li>• Able to manage multiple priorities to deadline.</li> </ul>