

<b>Job Title:</b>	Digital Manager
<b>Accountable to:</b>	Head of Digital, Marketing and Communications
<b>Accountable for:</b>	Video and Multimedia Producers (x2)
<b>Location:</b>	Albemarle St, London with some remote working
<b>Contract type:</b>	Fixed Term Contract (35 hours) From mid-February 2026 to end of April 2027
<b>Salary:</b>	c£45,000 per annum

### **Job Purpose**

The Digital Manager is responsible for the day-to-day product management of the Ri's YouTube channel and website, and the operational management of public and commercial event filming, to ensure that our digital platforms are user-focused and aligned with the Ri's strategic ambitions, drive income, and maximise audience reach, accessibility and engagement.

### **Main responsibilities of the role**

- Manage the Ri's YouTube channels, developing a deep knowledge of YouTube's platforms and algorithm, scheduling video content to maximising channel growth, audience engagement and video revenue through YouTube monetisation
- Manage the Ri's YouTube membership programme, posting regular member updates, monitoring churn, and generally developing the product to provide a consistent and growing income stream
- Manage the Ri's website platform and, in conjunction with Head of Digital, Marketing and Communications, develop a road map for future improvements to ensure all website developments are audience-focused and strategically aligned
- With the support of the Head of Digital, manage the day-to-day relationships with our website agency and other digital suppliers, including our YouTube partner manager, as well as discrete digital projects, to ensure our website, YouTube channel, and other digital platforms continue to grow and maintain a high level of quality for our users.
- With the support of the Head of Digital, manage the Ri's programme of public and commercial filming – including YouTube films, livestreams and partner content – to ensure accessibility of high-quality science content for Ri audiences
- Line manage the Ri's Video and Multi-media Producers and contribute to the senior leadership of the Digital and Marketing Team
- Lead on and implement the Ri's website content strategy and calendar to manage, develop, create and promote user-focused content
- With the support of the Senior Marketing Manager, work with the Social Media Manager to ensure the Ri's website content supports our mission and provides optimal and meaningful user journeys across our digital platforms
- Manage a cross-departmental group of website content creators from across the Ri to ensure the Ri's digital content is accurate, user-focused and consistent in style and tone of voice
- Work with Head of Digital, Marketing and Communications to create and commission systems for monitoring, reporting and evaluating the Ri's digital work to enable strategic, evidence-based and audience-focused decision making across the organisation
- Horizon scan for the latest trends and developments in digital media to help ensure that the Ri retains its place at the leading-edge of digital innovation in science communication

## General responsibilities applicable to all staff

- Understand and support the Ri strategy including the Ri vision, mission and aims
- Promote the Ri values and encourage team working and effective communication with colleagues
- Help achieve EDIA goals across the organisation and as a people manager promote diversity and inclusion at the Ri
- Act as a representative of the Ri and deal with Ri customers, stakeholders and the public in a professional manner
- Comply with Ri financial and other policies and practices as applicable including Health & Safety, Safeguarding and GDPR
- Undertake other responsibilities as may be reasonably requested of your post.

## Skills, experience and knowledge

Essential (E) Desirable (D)

• Experience in digital product management	E
• A deep understanding of the digital landscape and the ability and desire to keep informed of the latest developments and opportunities	E
• Experience of managing YouTube content via the YouTube CMS or YouTube Creator Studio	E
• Track record of online revenue generation	E
• Experience of creating and commissioning content for online publication and managing digital platforms	E
• Experience in project managing digital production projects	E
• Experience with using CMS (particularly Drupal)	E
• Solid understanding of YouTube and Google analytics tools in revealing and applying insights to all output	E
• Experience in managing the work of external agencies	E
• Experience in video and multi-media production, particularly scripting, filming and editing	D
• Experience in line management	D
• Experience of developing analytics reports	D
• Experience in digital content management and a solid understanding of the principles of digital content strategy	D
• Experience of using Google Tag Manager	D
• Experience of training colleagues in digital content creation best practice	D
• Strong understanding of the Ri's mission and activities	D
• Understanding and experience of agile project management	D
• Experience of producing reports in Google DataStudio	D
• Experience of Salesforce CRM	D

<b>Qualifications</b>	
Relevant qualification or appropriate experience in digital content creation and platform management	E
Degree level education or demonstrable equivalent experience	D
<b>Personal Attributes</b>	
Excellent interpersonal skills with proven ability to work collaboratively and independently	E
Able to find pragmatic solutions, seek improvements, and adapt to changing situations	E
Able to self-learn and use new systems and software packages	E
Able to present information, verbally and in writing, in a clear and concise manner, with attention to detail	E
Positive "can do" attitude and willingness to support others	E
Ability to multi-task and work in a fast-paced environment.	E
Willingness to work occasional evenings and weekends, if required	E

**Notes:**

This role will have the opportunity for remote working and may involve occasional weekend working.

This job description will be subject to review in the light of changing circumstances and is not intended to be rigid or inflexible but should be regarded as providing guidelines and accountabilities within which the individual works.