

FISITA Digital Manager Job Description

Role	Digital Manager
Contract	Permanent
Reports to	Senior Marketing and Communications Manager
Hours	35 hours per week, 100% hybrid working
Holiday	23 days per annum

Job Summary

Lead the daily management and delivery of all website and digital activities, create vision and development of the FISITA digital landscape and sustain FISITA's online presence aligned with the needs of the FISITA organisation and commercial activities, web design and user experience expectations.

Devise and implement structured and detailed phases of development for the FISITA website, digital strategy to deliver against objective-based plans which promote the work of FISITA to members and other targeted stakeholders, positioning FISITA positively as the leading membership organisation and its members as the creators of 'the technology of mobility'.

Lead the team in the continuous evolution of all aspects of the website, with focus on the membership, events and online engagement platforms within the website, facilitate the visibility and accessibility of our 10,000-paper-strong Digital Library.

Design and iterate on functionalities and new sections of the website, work with the team to develop digital assets for all communications channels, be a custodian for the back-end of the website (in WIX and Velo coding), while developing and delivering support and training on digital platforms to the FISITA team.

Lead social media asset design and co-create digital marketing materials within wider Marcomms team. Be a strong leader in sustaining and developing the website as the engagement arena, workplace, commercial marketplace and host to increasing volumes of activity within the International Connected Community of FISITA.

Key Responsibilities

Lead the development and delivery of all in-house digital related activity, working with the wider team to understand vision, direction and pain points, scheduling an intuitive, phased development plan which is detailed and aligned with the annual business and development plans of FISITA, while managing and executing adhoc tasks and initiatives where required.

Create, develop, and sustain appropriate and progressive working relationships with all FISITA colleagues, external service providers and members, leading the co-ordination of digital strategy aligned with the 'technology of mobility' vision and commercial objectives of FISITA.

Personal Specification

Essential

- Project management
- Stakeholder management
- CMS management, WIX and Velo coding essential
- Creative problem solving – solution oriented
- Broad experience across industry-relevant digital platforms/services/applications
- Website development, planning, design and maintenance
 - WIX Editor X and WIX Velo
 - HTML/CSS/JS
- Adobe Creative Suite
 - Photoshop, Illustrator, InDesign
- Adobe Connect administration, setup, room layouts and content management for online event delivery or other similar webinar platform management tools
- Design
 - Web layouts, UI, UX
 - Digital asset creation for social media, the web and email banners inc. print layout
 - FISITA and Braking News monthly newsletters design & creation
 - Advanced PowerPoint templating
- Ability to create social media asset creation and content automation scheduling tools
- Email marketing
 - WIX Ascend Email marketing tools
 - Mailchimp
- Back-end architecture
 - WIX CMS & Velo
 - AWS S3, Stripe & Google Sheets
 - Zapier

To apply for this position please contact Lorraine Campbell, Senior Marketing and Communications Manager; l.campbell@fisita.com including your current salary and CV.

Find out more www.fisita.com