



Creating great homes together

Role Profile

Position

Head Of Digital

Reporting to

What you can expect

We're a magnificent place to work, where talented and ambitious people enjoy rewarding, purposeful and fulfilling careers in an inspirational environment.

- An opportunity to join & shape an ambitious & vibrant leadership team led by a truly inspirational executive team & progressive Board.
- Be part of an organization where talented & ambitious colleagues enjoy rewarding & fulfilling careers.
- To be able to have a significant impact on achievement of Magna's ambitious plans to be "Beyond the Best" in 10 years
- An opportunity to lead and drive the roadmap for digital channels and content across the whole organization.
- An opportunity to bring ideas and innovation to customer and colleague experience.
- Investment in learning and development for both leadership and function capabilities
- An organization committed to inclusion and being a great place to work, thrive and gain experiences for personal growth
- At Magna, we are committed to your growth and professional journey. We offer ample opportunities for further training and development, empowering you to excel in your career. Our comprehensive benefits package underpins our commitment to your well-being and includes a generous Pension Scheme, Health Care Cash Plan, Wellbeing Portal and Employee Assistance Program. These resources are designed to support both your mental and physical health, ensuring your success in both personal and professional aspects of life.
- We actively support our local communities and encourage employee involvement by offering one paid day per year for volunteer activities alongside access to Credit Union facilities and Colleague Voice. You will also benefit from Company Sick Pay and a competitive annual leave entitlement, which increases progressively with your length of service over the first five years.

What you are known for

- Having an innovative and disruptive mindset - constantly looking forward.
- A creative thinker - able to inspire new ideas, spot opportunities, deliver potential and highly impactful campaigns.
- Excellent judgement and horizon scanning to understand and leverage the environment.
- Building on political, social and economic factors to demonstrate the contribution Magna is making to meet the challenges facing the sector.
- Knowing how to get the very best from channels & platforms.
- Insight and data driven decision making - with a passion for experience design and cultural change.
- Leading the team through constructive support, encouraging creativity and performance management - developing them to be their Best.
- Growing your internal and external stakeholder partnerships and networks to support our customers, communities and longer-term strategies.
- A leader, promoter & champion of sustainability, equality, diversity & inclusion

What you take care of

- Provide strategic direction to develop & build the Magna brand and purpose.
- Drive clear editorial tone & consistency across all areas and provide oversight on all digital channels to ensure brand consistency & equity.
- Work with teams across the business to develop innovative digital solutions for products, services, processes, customer & colleague experience, marketing & engagement.
- Monitor, review and report on all channels, outcomes and ROI.
- Develop clear roadmaps of digital priorities & products to enable great experience.
- Ensure digital projects are fully integrated into the strategic planning process.
- Ensure UX/UI and inclusive design is at the heart of digital solutions.
- Lead a team of channel & content specialists and develop supplier partnerships to generate the right solutions & engagement.
- Create an internal communications strategy that add value through deepened understanding of our vision, purpose & strategic priorities.
- Act as senior strategic lead on all aspects of external communication, PR & reputation management.

What you need to be successful

- Significant experience sourcing, designing & launching digital platforms to drive brilliant customer & colleague experience.
- Experience influencing stakeholders by providing strategic guidance on how best to position services, how, when & where.
- Proven track record leading successful digital transformation projects, understanding business processes, customer journeys and touchpoint mapping.
- A passion for, and strong understanding of, digital, social media & technology channels- optimizing the right content on the right channel.
- Experience of creative marketing content, publicity, media, PR.
- The ability to remain confident & assured in difficult circumstances - maintaining a sense of editorial, managerial & operational priorities.
- Excellent experience in leading & inspiring teams - an ability to forge productive working relationships to influence and to achieve aims.
- Experience of budget setting & control and project management.

Qualifications required

Applicants with transferrable skills are encouraged to apply.

Approved: V1/