

The Investment Association

Head of Digital

About the Investment Association

The IA champions UK investment management, supporting British savers, investors and businesses. Our 250 members manage £8.5 trillion of assets and the investment management industry supports 113,000 jobs across the UK.

Our mission is to make investment better. Better for clients, so they achieve their financial goals. Better for companies, so they get the capital they need to grow. And better for the economy, so everyone prospers.

Our purpose is to ensure investment managers are in the best possible position to:

- Build people's resilience to financial adversity
- Help people achieve their financial aspirations
- Enable people to maintain a decent standard of living as they grow older
- Contribute to economic growth through the efficient allocation of capital.

The money our members manage is in a wide variety of investment vehicles including authorised investment funds, pension funds and stocks and shares ISAs. The UK is the second largest investment management centre in the world, after the US and manages over a third (37%) of all assets managed in Europe.

ABOUT THE CORPORATE AFFAIRS TEAM

The IA's Corporate Affairs team, led by the Corporate Affairs Director, is a high performing, sociable and dynamic team. We have a strong mix of domestic and international backgrounds and speak 8 languages between us. The team encompasses a communications team (which currently includes internal as well external communications), a UK government affairs team and an EU affairs team. The team's role is to shine a light on the expertise within the organisation which we turn into materials to use for advocacy or communications with members and stakeholder audiences (primarily the media and policymakers) as well as helping to achieve the IA's strategic priorities.

The team has a key role in safeguarding and enhancing the reputation of the IA and provides a critical role internally and externally in leading and steering messaging on significant projects. We have regular exposure to the CEO and interact regularly with all IA policy teams who are actively involved in helping us shape and deliver the IA's objectives.

The team ethos is one of service - service to one another (we all muck in to help each other out); service to our IA colleagues (we help provide briefing materials for anything from media interviews, to meetings with senior stakeholders, to advising on messaging in policy documents) and most importantly, service to our members (everything we do must be of value to members and a big emphasis is given to delivering member satisfaction).



Overview of the role

The Head of Digital is a newly created role and will report into the Corporate Affairs Director as part of her senior leadership team. The successful candidate will help to develop and implement our digital strategy using our multiple digital platforms across the organisation – from our public and member facing websites, to online platforms such as marketing cloud - in order to position us as a best in class “digital first” trade association and ensuring a seamless service. This means ensuring we use the correct digital and technical tools to connect the right content with the right audiences at the right time. Our audience ranges from our internal employees (with key stakeholders including our policy teams, the corporate affairs team and the commercial team), member organisations and the wider public.

The role will require a knowledge of current digital best practice as well as a finger on the pulse of evolving digital trends, including the shift to mobile. This role will also require an understanding of social and online platforms to communicate with staff, members and external stakeholders. The candidate will have exceptional collaborative working skills - they will need to embed themselves within teams across the organisation to ensure content is kept updated and to better understand and deliver on our business objectives and strategy. This person needs to be bold and brave and not afraid of challenging convention. They will need to be able to work across the business, using influence and drawing on skills from other teams to support their work.

One of the first tasks for the candidate will be to undertake an audit of our existing digital tools and platforms and assess their performance using measurement and analytics for both internal and external audiences, against business objectives and current digital strategy. These insights will help shape our decisions around content communication and what channels are best used for it.

Main duties in this role include:

- Comprehensively audit the performance and effectiveness of our existing digital footprint – our strategy, our tools and platforms - and set a clear strategic roadmap and standards for delivery.
- Lead the evolution of our digital platforms including website, mobile, CRM and, working hand in glove with the communications team, the adoption of social platforms as a tool to communicate more effectively as an organisation internally and externally (eg staff training etc) so that the functionality delivers a quality user friendly experience.
- Drive innovations in how we use technology in all our content - we require someone with the curiosity and skills to understand the newest trends and channels.
- Drive a programme of consistent measurement and analytics across internal and external content, and report back data on a regular basis.
- Work with our graphic designer to ensure all digital content is kept updated, is consistent and on brand, and support the Corporate Affairs Director to review and suggest evolutions to the IA's (digital) branding and brand guidelines.
- Working across the organisation to manage the day-to-day delivery of coordinated on brand digital content through multiple channels – from website, to content management systems, social platforms, emails, circulars etc.
- Management of third party suppliers to execute the technical aspects of the role
- Management of a small team



Skills and experience:

- Experience of leading the development of a cross channel digital strategy
- Strong understanding of how to use various digital tools and platform and how they work together, in a holistic manner.
- Ability to manage those that have the skills to execute the technology such as third-party suppliers
- Strong project management skills to ensure that projects are delivered to time, to quality and on budget
- Excellent organisational skills, experience of managing budgets
- Experience of driving through organisational change through the team and throughout the wider organisation, by working through influence
- Ideally some experience of digital marketing but not essential.
- Creative, demonstrating outside thinking, not afraid to change what we do and how we do it, push the boundaries.
- Team management skills
- Self-driven, with proven ability to drive and deliver strategic projects and desire to learn from industry best practice and innovation

We welcome applications from all qualified candidates regardless of their ethnicity, race, gender, religious beliefs, sexual orientation, age, marital status or whether or not they have a disability.