



Job Description

Digital Executive

Department: Membership, Marketing and Communications (MMC)

Reports to: Digital Content Manager

Key internal relationships: Membership, Marketing and Communications team
College staff
Trustees
Council members
College members

Key external relationships: Web suppliers
Digital service providers
Design agencies

Purpose of the role

To maintain and improve the College's digital presence, with primary responsibility for website content management, patient-facing communications, and supporting member engagement through digital channels.

Main responsibilities

Core responsibilities (approximately 80% of role):

1. **Website content management:** Manage day-to-day content updates for the College website, working with various teams to publish content, resolve technical issues, and maintain site quality.
2. **Patient website (lookafteryoureyes.org):** Coordinate the patient-facing website by liaising with external agencies, clinical advisors, and patient reference groups to ensure content is accurate, accessible, and user-friendly.
3. **SEO:** Conduct regular site health checks, optimise pages for search performance, and explain SEO improvements to content owners in plain language.
4. **Member app & communities:** Support the management of the College's clinical app, working with technical suppliers to resolve issues, test new features, and develop the communities function.
5. **Podcast production (EyePod):** Edit audio files, brief contributors, and coordinate recording sessions to maintain the College's podcast output.



Supporting responsibilities (approximately 20% of role):

6. **Performance reporting:** Generate accessible Google Analytics reports for senior management on digital channel performance.
7. **Email marketing:** Support email communications using Microsoft Customer Journeys Module for Dynamics.
8. **Paid media:** Assist with in-house PPC, display, and paid social campaigns within set budgets.
9. **Social media:** Support the College's social media activities as needed.

Personal specification

We recognise this role covers several areas. We're looking for someone with strong core skills in content management and SEO, combined with willingness to develop in other areas.

Content Management Systems

- **Essential:** Can independently publish, edit and troubleshoot website content. Comfortable learning new CMS platforms and helping colleagues with basic tasks.
- **Desirable:** Experience with Kentico or similar enterprise CMS. Has worked across multiple websites simultaneously.

SEO

- **Essential:** Understands basic on-page optimisation (meta descriptions, headings, alt text). Can identify what's working and what isn't in plain language.
- **Desirable:** Has improved organic performance measurably over time. Familiar with Search Console or similar tools.

Stakeholder Coordination

- **Essential:** Can work with multiple teams and external suppliers without losing track of deadlines or details. Comfortable translating between technical and non-technical colleagues.
- **Desirable:** Experience coordinating patient/user groups or working in healthcare/professional settings where accuracy matters.

Audio/Podcast Production

- **Desirable:** Can edit audio files to remove errors, adjust levels, and produce clean final versions. Organised enough to schedule contributors and keep recording sessions on track.
- **Desirable:** Has produced regular content series from planning through to publication.

Google Analytics

- **Essential:** Can extract basic performance data and present it clearly to non-technical audiences.
- **Desirable:** Has set up tracking, configured goals, or customised reports for specific organisational needs.

App Management & Communities

- **Essential:** Comfortable working with technical suppliers to test features and resolve



THE COLLEGE OF OPTOMETRISTS

user-reported issues.

- **Desirable:** Managing a content plan to build engagement across the College's online in-app communities. Experience moderating online communities or understanding accessibility requirements for professional tools.

Microsoft Dynamics & Email Marketing

- **Essential:** Willing to learn new systems and follow established processes. Understands why data accuracy matters.
- **Desirable:** Has used any email marketing or CRM platform (Mailchimp, HubSpot, Dynamics, etc.).

Paid Media

- **Desirable:** Understands basic campaign setup and budget monitoring. Can spot when performance drops. Has run small-budget paid campaigns independently.

AI & Workflow Efficiency

- **Desirable:** Has explored using AI tools (ChatGPT, Claude, Copilot) to improve routine tasks and can discuss what works and what doesn't.

Work Experience

- **Essential:** At least 2 years in a digital or marketing role managing multiple workstreams. Degree-level education or equivalent professional development.
- **Desirable:** Experience in membership organisations, charities, or professional bodies. Marketing or communications qualification. Basic HTML knowledge.

Self-Management & Organisation

- **Essential:** Can prioritise when the Digital Content Manager is unavailable, keep multiple projects moving forward, and use project management tools (Asana or similar) to track work.
- **Desirable:** Has managed a digital channel or significant project with minimal supervision.

Communication

- **Essential:** Can explain technical problems without jargon and maintain good working relationships with multiple teams under pressure.
- **Desirable:** Experience presenting to senior colleagues.

Additional information

Typical working hours at the College are 9am to 5pm (seven hours excluding lunch) working five days a week. We operate a flexible working window from 8am to 6pm where you can vary your start and end time (working a seven hours day) and have other flexible working opportunities available.

This post will be a Hybrid role - one day per week in our London office (42 Craven Street, London, WC2N 5NG). A laptop will be provided; additional equipment support may be available depending on individual needs.

Travel: Occasional UK travel required (typically once or twice per year).

Workplace adjustments: We welcome applications from all candidates and are committed to making reasonable adjustments to support employees with disabilities, long-term



conditions, or neurodivergence. Please discuss any requirements during the recruitment process or at any point during employment.

Equal opportunities and inclusion

The College is committed to providing equal opportunities in employment and to avoiding unlawful discrimination. We value the differences that a diverse workforce brings to the organisation.

Our values

The bar contains five icons in a row, each with a corresponding value statement below it:

-  We act with integrity and transparency
-  We listen and we learn
-  We demonstrate respect and professionalism
-  We achieve high quality
-  We champion diversity and inclusion

