ROLE PROFILE

JOB TITLE	DIRECTORATE	TEAM
Digital Communications Manager	Governance and Purpose	Impact and Influencing
GRADE / LEVEL	**REPORTS TO**	**DATE**
Grade 3	Senior External Communications and Brand Manager	November 2026

Our Mission: To bring lifelong learning within reach, fighting inequality and promoting social justice.

OUR BELIEFS

- Lifelong learning creates a more open and equitable society
- Learning helps people tackle the big challenges of modern life
- Adult learners have different needs and can face barriers that require tailored solutions
- We must be part of the essential networks that strengthen communities
- We have a role and responsibility in shaping government social policy

OUR GOALS

- All learners are welcome at the WEA
- We will deliver responsive learning that meets contemporary need
- We will diversify our income in support of our mission
- We will position lifelong learning at the centre of place-based community planning & delivery
- We will fight for a broad and economically just lifelong learning offer that meets social needs

ROLE PURPOSE & KEY DELIVERABLES | SKILLS, EXPERIENCE & EXPECTATIONS

ROLE PURPOSE

The Digital Communications Manager is responsible for planning, shaping, and elevating the organisations brand communications across all digital platforms. This role ensures that the WEAs identity, values, and messaging are effective, consistent and targeted, driving engagement, awareness, and growth. The role drives digital communications storytelling, strategy, planning, growth and reporting of owned channels including email, social media, enhancing visibility in the digital world.

KEY DELIVERABLES

- Develop and implement digital communications strategies to enhance brand awareness, engagement, and loyalty across all digital channels with support from the Senior External Communications and Brand Manager.
- Plan, develop and oversee the creation and management of digital content for social media and email storytelling as well as website news, articles and blogs with the Digital Communications Officer (DCO) and PR Officer, providing quality control oversight to ensure effective messaging, design and brand consistency is delivered in a timely way. This includes Charitable Campaigns as such as fundraising, reactive and planned awareness campaigns.
- Regularly monitor and analyse digital brand and channel performance using analytics tools including Google Analytics, Screaming Frog and SEMRush, delivering an end of month report as well as ad hoc reporting as required.
- Forward plan the social calendar ensuring content is created and scheduled on a rolling basis and well in advance guiding and delegating with the DCO as

SKILLS & EXPERIENCE

Essential

- Digital brand management and website management
- Experience in social media management and content creation
- CMS experience
- EMS experience
- Google Analytics experience
- Experience in SEO/SEM
- Brand management experience/working to defined brand guidelines

Desirable

- Degree in marketing/comms or relevant qualifications
- Experience of creating assets in Canva and Dotdigital

WHAT WE EXPECT

- Ownership of outcomes and personal accountability
- Clear, honest communication with colleagues and learners
- Commitment to the WEA's mission and values in all you do
- Respect for every person — colleague, learner, and partner

appropriate. Proactively lead digital campaigns and projects from concept to execution with the DCO, setting clear deadlines and measurable KPIs and reporting against these.

- Manage the flow of information between Audience leads and key teams to ensure visibility and a collaborative, integrated approach.
- Ensure brand identity and values are maintained across all digital touchpoints and campaigns including producing brand management resources and providing best practice advice and training support, and externally such as with web agency, freelance designers, partners etc.
- Alongside the Audience Infrastructure Manager, manage the external WEA digital footprint and ensure these are always up to date.