

JOB TITLE:	DIGITAL OFFICER (WEB & EMAIL)
JOB HOLDER:	DANIEL MILES (LEAVING)
DATE UPDATED:	OCTOBER 2025
REVISION (HR Office)	VERSION 1

1 MAIN PURPOSE OF THE JOB

The purpose of this role is to continuously improve CIOB's digital presence by optimising web content, automation, and user experience across all digital channels. The postholder will champion the development of personalised, data-driven communications through email, SMS, and web platforms, ensuring an engaging and accessible experience for members and stakeholders. By using analytics, testing, and user feedback, the postholder will drive continuous improvement and innovation across CIOB's digital ecosystem.

2 POSITION IN ORGANISATION

Reporting to the Digital Services Manager, the role involves close collaboration with the Marketing and Data teams as well as the rest of the business.

3 DIMENSION & LIMITS OF AUTHORITY

Reporting to the Digital Services Manager
No budget responsibility

4 SKILLS & EXPERIENCE

- A strong background with email automation systems
 - Experienced using CRM, CMS and email marketing platforms
 - Experienced in designing and implementing automated customer journeys driven by transactional and behavioural triggers
 - Good understanding of data privacy regulations, including GDPR compliance and consent management best practices
 - Adept at cross-functional collaboration, working effectively with developers, partners, and data teams to optimise tools, workflows, and reporting processes.
 - Proven data manipulation and interrogation
 - Good all-round communications skills with a high standard and proven experience of internal and external stakeholder engagement and management
 - Ability to produce work quickly and meet deadlines
 - Ability to prioritise a heavy workload with good planning and organisational skills, which you will use to work with internal teams to update and maintain digital content.
 - The ability to work under your own initiative, delivering feedback to internal customers and suggesting improvements where relevant
 - The ability to present ideas clearly and concisely to internal client specifications.
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5 DUTIES & KEY RESPONSIBILITIES

Automation, Personalisation & User Experience	30%
• Act as the CIOB champion for email and SMS automation and personalisation • Build automated programmes and champion the use of dynamic content to personalise the user experience and build engaging user journeys • Act as the email and SMS user experience (UX) champion and go-to person for the latest email trends (in technology, personalisation and content), assisting users throughout the business • Identify new opportunities to create automated engagement and champion the usage of new techniques • Lead the development, implementation and continuous improvement of email/SMS policies, guidelines and best-practice guides in support of the overall strategic goals of the organisation • Champion the adoption of UX best practices through the monitoring of performance metrics, user research, A/B testing and maintaining a good understanding of accessibility and user-centred design principles • Gather feedback from users and analyse email metrics to identify areas for improvement. Use this data to iterate and refine email content and design over time • Testing and supporting the configuration of Dynamics 365	
Data Management	20%
• Work closely with the Data team to integrate and ensure the smooth operation of CRM and email/SMS communication systems • Champion best practices for data handling in email and SMS automation with a particular awareness of GDPR • Work with other teams to create opportunities within data to provide personalisation and automation • Have a strategic overview of and continuously improve the overall email/SMS journey CIOB members and contacts go through via different systems, including the email marketing platforms (dotdigital), CRM, Members' portal and other CIOB properties with communication capabilities	

Optimising web content, development and user experience	50%
• Lead the continuous improvement of website performance, usability, and content effectiveness to enhance overall user engagement and conversion • Collaborate with internal teams and external partners to plan, design, and implement web development updates, ensuring alignment with brand guidelines and strategic objectives • Conduct regular audits of web content and user journeys, identifying opportunities to improve navigation, accessibility, and overall site experience • Use web analytics and user feedback to evaluate content performance, identify pain points, and recommend data-driven improvements • Partner with marketing and design teams to develop and test new landing pages, microsites, and interactive features that support campaign and business goals • Provide training and guidance on CMS/portal usage, analytics interpretation, and digital content strategies to help teams achieve their goals • Stay informed of emerging web technologies, UX/UI trends, and best practices to ensure the organisation's digital presence remains innovative and competitive. • Manage and respond to service desk ticket requests related to web content updates, technical issues, and digital improvements, ensuring timely resolution and clear communication with stakeholders	

This is not an exhaustive list of responsibilities involved in the role and the CIOB reserves the right to change the scope of job in line with the operational requirements.
