

Job description - Digital Experience Manager

Role	Hours	Salary
Digital Experience Manager	Full time - 35	£36,000.00

About Liverpool Chamber

Liverpool Chamber of Commerce is the authentic voice of business in the city, creating a culture of connected businesses to enable them to collectively thrive. Trusted since 1850, the Chamber supports and represents businesses across every sector. The Digital Experience Manager sits within the Membership Services team and plays a key role in ensuring members, partners and stakeholders receive an outstanding digital experience across every interaction.

About the role

The Digital Experience Manager will lead the development, delivery and continuous improvement of Liverpool Chamber's digital experience. The role combines hands-on digital delivery with responsibility for improving digital systems, customer journeys, member engagement and commercial performance. The post holder will identify opportunities to introduce new technology, automation and AI-enabled solutions, while ensuring digital platforms remain engaging, accessible and effective. The role also includes line management responsibility for the Chamber's Content Creator, supporting their professional development, providing regular coaching and ensuring digital content aligns with organisational priorities.

Reports to: Director of Membership Services.

Key duties and responsibilities

- Manage and continually improve the Chamber website and wider digital ecosystem.
- Develop digital journeys that improve membership acquisition, renewals, event bookings and member engagement.
- Own CRM data quality and support marketing automation and member communications.
- Lead digital marketing activity across websites, email and social channels.

- Produce performance dashboards using analytics and recommend improvements based on insight.
- Drive SEO, accessibility and website optimisation best practice.
- Research, recommend and implement digital innovation, automation and AI solutions that improve efficiency and customer experience.
- Work collaboratively with Membership, Events, Marketing, International Trade and external partners to deliver integrated campaigns.
- Lead the development of future digital products, online member services and portal enhancements.
- Ensure compliance with GDPR, accessibility standards and brand guidelines.
- Line manage the Content Creator, setting objectives, providing coaching, conducting regular one-to-ones and supporting their development and performance.

Person specification

- Qualifications and experience
- Relevant professional experience
- Experience managing websites, CRM systems and digital marketing platforms.
- Experience using analytics to improve digital performance.
- Experience managing or mentoring colleagues is desirable.
- Experience delivering digital transformation or continuous improvement initiatives.
- Knowledge and skills
- Strong understanding of digital marketing, SEO and customer journey optimisation.
- Knowledge of CRM systems, automation platforms and AI productivity tools.
- Excellent analytical, communication and stakeholder management skills.
- Strong organisational skills with the ability to manage multiple priorities.
- Confident using Microsoft 365 and web-based platforms.

Personal attributes

- Collaborative and supportive leader.
- Passionate about innovation and continuous improvement.
- Commercially aware with a member-first mindset.
- Proactive, organised and able to work independently.
- Committed to developing others and creating a positive team culture.

Other

- Ability to travel across the Liverpool City Region when required.
- Ability to attend Chamber events outside normal working hours when required.

Organisational values and behaviours

The Digital Experience Manager is expected to embody Liverpool Chamber's values of Excellence, Trust, Respect and Resilience, fostering innovation, collaboration and a culture of continuous improvement.