

**Digital Product Manager**

**VACANCY REFERENCE CODE: 17 /2018**

*Please quote this code on the application form*

*Build to-day, then, strong and sure,*

*With a firm and ample base;*

*And ascending and secure*

*Shall to-morrow find its place.*

*Thus alone can we attain*

*To those turrets, where the eye*

*Sees the world as one vast plain,*

*And one boundless reach of sky.*

The Builders by Henry Wadsworth Longfellow

* **Contract Type:** Fixed Term
* **Duration:** 12 months
* **Salary:** £27,000 - £35,000 per annum
* **Working Hours/Pattern:** Open to candidates who want to work flexibly and/or consultants
* **Location:** Flexible location with a requirement to work a minimum of 3 days at our Head Office in Calderstones Park Liverpool 18. National travel may be required.
* **Annual Leave:** 30 days per year plus bank holidays

**About this role**

This new role will lead the implementation of The Reader’s plan to transform its digital infrastructure over the next 12 months.

Through the development of new digital products, including anew public website, you’ll be helping us to scale our unique model of *Shared Reading*, designed to reduce social isolation and improve wellbeing among communities across the UK. In this creative, wide-ranging role, you will be the Digital Champion within the organisation, acting as an expert link between a range of internal teams and external suppliers. You’ll be managing the digital development budget and driving the implementation of new products, systems and processes that strengthen the organisation and its social impact.

Thanks to generous funding from National Lottery, we are currently investing in digital services that will help us to:

1. improve our volunteer attraction, recruitment, training and support as demand for *Shared Reading* grows, in order to achieve better outcomes for the people we read with
2. find ways to operate more effectively and efficiently, for example streamlining data collection and management
3. strengthen our external communications with our audiences

Over the last year, we have conducted a wide-ranging digital strategy project, involving staff and external stakeholders, to develop a roadmap for how technology can further our mission, and improve our efficiency and impact.

We’re now looking for a digital professional to take forward this strategy; someone who will enjoy working with a range of stakeholders to make it real. We need our digital infrastructure to be built with sustainability and flexibility in mind. It’s vital that this work integrates across the organisation to link up business processes and systems, including finance and commercial platforms. It’s important for us that we adopt an agile, user-led approach so we can place our Reader community at the heart of its development, ensuring that technology enhances our model effectively and that it meets their needs in a cost-efficient way.

**Key Responsibilities**

* Oversee the development of a new digital infrastructure that delivers excellent user experience including a new external website which is connected to an effective CRM system and an engaging, intuitive online support system for volunteers
* Develop, present and monitor a clear vision, roadmap, KPIs and roll-out plans for all new products
* Work with The Reader’s IT team to ensure effective roll out and integration of new products/systems. Transfer knowledge on digital best practice and emerging technologies, building up skills within existing IT team
* Ensure that digital products are well-designed and accessible to audiences across all digital devices, taking varied digital literacy and confidence levels into account
* Ensure that Information Architecture and data management systems are robust
* Work with colleagues to ensure that external stakeholders are involved in the product development process in meaningful ways, leading user research where required
* Facilitate internal decision-making, reporting to the Programme Board on a regular basis and making recommendations
* Manage the relationship(s) with third-party suppliers, ensuring they deliver high-quality work that meets specification on time and on budget
* Effectively document and explain requirements and feedback, monitor acceptance tests, bridging internal teams, users and third-party suppliers
* Manage a programme budget, reporting to Director of Programmes on a regular basis and contribute to project reports for funders
* Work closely with the Communications and Communities Directorate to develop and deliver a digital content plan, and oversee its delivery in line with project timeline, ensuring that content incorporates best practice SEO into the website and new tools are on brand
* Work with Communications team to develop a marketing and communications plan for product roll out and ensure take up of products meet agreed targets
* Ensure that medium to long-term sustainability and resource requirements are assessed and considered in the product development process. Assess the proposals for implementation and future maintenance to ensure they are future proofed for the organisation and are manageable from both a workflow and budgetary perspective.
* Embed new ways of working in the organisation to help The Reader become more digitally enabled, eg. promoting agile ways of working, prototyping, encourage collaborative, cross-departmental ways of working

**Person specification**

**Essential Criteria (E). Desirable Criteria (D)**

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| Qualifications and Experience | * Experience of designing and developing new digital products, having taken them from concept stage to launch, including user-journey creation and prototyping (E) * Significant digital project management experience, especially using Agile methodology (E) * Demonstrable experience of conducting user-led design (E) * Experience of working with third-party agencies on digital development, and bringing projects in on time and on budget (E) * Experience of working closely with internal IT teams (E), understanding of systems architecture and/or migration of legacy infrastructure * Experience of developing/enhancing CRM projects (E) * Experience working with Communications teams, including colleagues in Content, Brand and Social Media in order to develop coherent content and marketing strategies (E) * Budget management experience (E) * Experience in working with cross-functional teams (E) * Experience of working in a digital team within a third-sector organization (D) * Agile or scrum-based certification (D) |
| Knowledge & Skills | * Strong understanding of data management (E) * Excellent understanding of digital landscape. tools and software available (E) * A strong understanding of user experience, customer journeys and tracking/analytics tools (E) * Ability to manage multiple projects and work streams in a fast-paced environment (E)An understanding of SEO and analytics tools(E) |
| Personal Attributes | * An analytical thinker with a solution-focused style combined with a pragmatic, organised can-do attitude (E) * Confident to offer challenge and openness to be challenged (E) * Strategic thinker – ability to grasp organisational strategy and experienced in defining and leading digital strategy to further overarching business aims (E) * A confident communicator with strong influencing skills that builds relationships with colleagues from all areas of the organisation and can translate digital concepts and language to a non-expert audience (E) |
| Organisational Values | * You must be a good learner (E) * Empathy with The Reader’s mission to change the world through a reading revolution (E) * Ensure that new products deliver both social and financial value (E) * Collaborative - strong relationship building skills with a range of stakeholders, including senior management, IT team, volunteers and beneficiaries to third party contractors, in order to bring people with you (E) |

**How to Apply**

Note. Please do not just send in a CV. We will only consider applications that adhere to the following process -

Visit [www.thereader.org.uk](http://www.thereader.org.uk/) and select the ‘Get Involved Section’ where you will be able to view the full job description, recruitment pack and download the application form. Please complete the application form and submit to kateharrison[@thereader.org.uk](mailto:nicolacopeland@thereader.org.uk)

**Deadline for applications: Monday 1st October 2018, 9am.**

NB: applications arriving after **9am** will not be considered

**For an informal chat about the project/role please contact Jemma Guerrier, Director of Development on 0151 729 2200.**

A high volume of applications may make replies to everyone impossible.