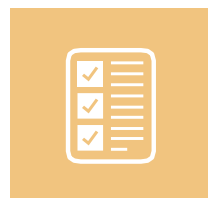


Digital Experience Manager



Permanent
Full-time
Location - London



Thank you for your interest in joining the superb team at the Mental Health Foundation.

This is a fantastic opportunity to join a growing organisation with an urgent and vital mission of prevention and promotion in mental health. For 70 years, we have been pushing forward the frontiers in our understanding of mental health. Interest has never been greater, and we have huge opportunities to make strides towards our vision of good mental health for all.

To achieve our vision, we are delivering our strategy, Making Prevention Happen. We have the financial resources to achieve a transformation in our reach and impact. To do that, we need to build an organisation that lives its values and has a strong and diverse team that is dynamic and committed to working together.

We work to manage and prevent mental health problems. More resources are being dedicated to services and treatment which we welcome but the prevention of poor mental health now stands as one of the defining social issues of our time.

There is much more to do, and we are looking for an exceptional Digital Experience Manager to enable the Mental Health Foundation to be the most effective it can be.

In this document we present information about the Foundation and about this vital role. If you are up for the challenge, I hope you will get in touch.

Kind Regards



Mark Rowland, CEO





WHO WE ARE

Our vision is good mental health for all. The Mental Health Foundation works to prevent mental health problems. We will drive change towards a mentally healthy society for all, and support communities, families and individuals to live mentally healthier lives, with a particular focus on those at greatest risk. The Foundation is the home of Mental Health Awareness Week.

Making Prevention Happen

Since 1949, the Mental Health Foundation has been the UK's leading charity for everyone's mental health. With prevention at the heart of what we do, we aim to find and address the sources of mental health problems so that people and communities can thrive.

The Foundation aims to promote good mental health for all through research, policy, innovation, and campaigning.

Our values:

Side by Side

Walking our Talk

Determined Pioneers

Making a Difference

Our approach:

Tell the world

We publish studies and reports on what protects mental health and the causes of poor mental health and how to tackle them.

Find solutions

We test and evaluate the best approaches to improving mental health in communities and then roll them out as widely as possible.

Inform and empower

We give advice to millions of people on mental health. We are most well-known for running Mental Health Awareness Week across the UK each year. We enable mentally healthier lives through public information and engagement.

Change policy and practice

We propose solutions and campaign for change to address the underlying cause of poor mental health.

Build a strong Foundation

We aim to become an exemplar employer and build an organisation that is financially sustainable and thriving



ABOUT THE ROLE

Place of work:	Hybrid working remotely and at the London office: 197 Long Lane, London, SE1 4PD
Grade:	Grade C, Level 2, Scale points 5 to 8
Salary:	Starting at £36,724 rising to £40,755 plus £3285 London weighting
Contract type:	Permanent
Hours:	35 hours per week (full time)
Department:	Fundraising and Communications
Reports to:	Head of Marketing and Digital
Responsible for:	No line management
Budget responsibility:	None

Job purpose:

As Digital Experience Manager you'll ensure we offer our audiences the best possible experience through the Foundation's website and other digital platforms. Using a data-led approach, you'll be able to use your user experience expertise to help drive the adoption of a digital-first way of working across the Foundation's activities.



JOB DESCRIPTION

Managing the continuous improvement of the [mentalhealth.org.uk](https://www.mentalhealth.org.uk) website

- Manage the relationship with the website delivery partner agency.
- Add to, refine & prioritise the website product backlog taking inputs from stakeholders where necessary and the delivery partner agency. Make recommendations for the website based on a solid understanding of audience need, technical capability and the level of effort involved against the available budget.
- Balancing internal stakeholder needs with real world and user insight to inform the website vision and ensure data-driven, user-centric decision making and continual informed development.
- Work with key stakeholders to identify areas for development and optimisation; consider requirements from the wider organisation.
- Oversee the release of new features.
- Work with the hosting and support partner to ensure they fully support the website, including maintenance and security updates.
- Liaise with the supporter and constituent-facing teams to identify recurring public facing issues.
- Liaise with the hosting and support partner to solve any internal user problems with the website and content management system.
- Work with our development partner to enable third-party integrations such as CRM, ecommerce platform, HR system and fundraising platforms.
- Working with the Senior Content Manager, support and develop the implementation of an SEO strategy for our website content.

Supporting our ecommerce platforms

- Working with colleagues in our fundraising team to identify and implement improvements to our Shopify ecommerce platform.
- Identifying and making recommendations for appropriate solutions to meet identified user needs on our Shopify ecommerce platform.

Enabling data-based insight and decision-making

- Managing our analytics and other insight platforms to ensure that we collect robust data and can make informed, evidence-based recommendations to ensure we're using digital to deliver against the Foundation's strategic objectives.
- Regularly reporting on and making actionable recommendations to improve performance of our website platform and content.

- Regularly reporting on and making actionable recommendations to improve the performance of our email marketing.
- Regularly reporting on and making actionable recommendations to improve the performance of our organic social media activity.
- Conducting user testing to assess the effectiveness of our digital products and identifying opportunities for improvements.

Driving the adoption of a digital-first approach

- Develop and foster excellent working relationships to establish buy-in for a digital-first approach across the Foundation.
- Work with colleagues across the Foundation to identify user-centric solutions that are based on audience insight, strategic need and fit with the department strategy. Work with our development partner to implement new features.
- When necessary, work with stakeholders to understand detailed operational processes and identify opportunities for a digital approach to help fulfil their requirements.
- Be prepared to challenge where necessary, with sound rationale, identifying solutions that work for the internal stakeholders and meet digital best practice and standards.
- Educate and shape stakeholders' thinking to secure buy-in for an agile, digital-first approach

General

- To promote and support the achievement of the Foundation's mission, goals and values.
- To support the strategic aim of enable mentally healthier lives through public information and engagement.
- To act as a positive ambassador for the Foundation in all opportunities.
- To maintain a high standard of probity in professional, personnel and financial matters, maintaining good relations with colleagues and external partners and to act in accordance with the Foundation's staff code of conduct.
- To uphold and promote the Foundation's commitment to equality, diversity and inclusion, and the value of lived experience.
- To engage in learning and development activities appropriate to the role.
- To have due regard to safeguarding and health and safety issues.
- To undertake any other duties as may reasonably be required.

This job description is not contractual and is liable to change over time.



PERSON SPECIFICATION

	Essential	Desirable
Knowledge and qualifications	<ul style="list-style-type: none">• Knowledge of the fundamental of Agile and Scrum• Knowledge of website analytics tools (e.g. Google Analytics)	<ul style="list-style-type: none">• Knowledge of mental health and the issues in the sector.
Skills and abilities	<ul style="list-style-type: none">• Ability to interpret complex requirements and user needs and make recommendations of implementable solutions.• Ability to influence stakeholders across a range of issues relating to the Foundation's digital activities.• Demonstrable written and verbal communication skills both with internal and external stakeholders.• Excellent attention to detail.• Analytical skills with the ability to effectively capture, process and interpret information and make actionable, evidence-based recommendations.• Collaborative and constructive working style with the ability to work well across boundaries and understand the needs of multiple stakeholders.• Able to learn new skills and keep up to date with new developments.• Proven ability to time manage effectively and consistently meet deadlines.	

<p>Experience</p>	<ul style="list-style-type: none"> • Proven experience of managing digital projects. • Demonstrable experience of a test, learn and iterate approach. • Proven experience of using content management systems. • Proven experience in managing and optimising Google Analytics. • Demonstrable experience of using Google Data / Looker Studio to create user-focused dashboards. • Proven experience in optimising landing pages, user funnels and website content. • Demonstrable experience of test, learn, iterate approaches to digital proposition development including A/B and multivariate testing. • Proven experience of working in Agile/Scrum. • Proven experience of appointing and managing relationships with external suppliers. 	
<p>MHF requirements</p>	<ul style="list-style-type: none"> • A commitment to working in accordance with the Foundation's values and essential principles as laid out in the Foundation's strategy. • Committed to equality, diversity and inclusivity, as well as the Foundation's aims. • Self-sufficient in the use of information and communications technology. • Ability to self-manage a full and varied workload. 	<ul style="list-style-type: none"> • N/A

Competencies for working at the Mental Health Foundation

We expect all employees to be able to use these competences to a high level in their roles.

During the recruitment process, at interview stage, we look for evidence of all these competencies.

- Expertise, knowledge and analysis
- Communication, influencing and promotion
- Relationships and partnership working
- Service focused
- Business aware
- Strategic thinking and decision making
- Leadership
- Adaptability and personal responsibility
- Innovative and creative
- Committed to personal development