

## JOB DESCRIPTION

<b>JOB TITLE:</b>	Digital Manager Fixed-Term
<b>STATUS:</b>	Fixed-Term for 18 months
<b>HOURS:</b>	35 hours per week 9:30am -5.30pm (JDRF operates a flexible working hours policy)
<b>SALARY:</b>	£41,325 per annum if London based or £38,175 if home based
<b>HOLIDAY:</b>	25 days plus statutory holidays pro rata
<b>LOCATION:</b>	Hybrid working part London Office (Islington, London) working a minimum of one day a week in the London office and part homeworking  or flexible location home working
<b>REPORTS TO:</b>	Head of Digital
<b>DIRECT REPORTS:</b>	Two Senior Digital Officers
<b>KEY INTERNAL RELATIONSHIPS:</b>	Head of Digital; Deputy Director of Marketing, Digital & Transformation; Director of Policy and Communications; marketing, fundraising, content, research communications, and community outreach teams; JDRF International
<b>KEY EXTERNAL RELATIONSHIPS:</b>	Digital agencies; supporters; key stakeholders: corporate partners, research institutions, counterparts in related organisations; volunteers



JDRF, the type 1 diabetes charity, funds research to cure, treat and prevent type 1 diabetes. We provide information and support for individuals and families living with the condition at all stages, from diagnosis and beyond. We ensure people with type 1 diabetes needs are represented and we campaign for changes on their behalf.

JDRF is an organisation with a clear mission – to help people affected with type 1 live well and ultimately, find a cure for type 1 diabetes. This clarity creates a dynamic and collaborative place to work. We want our employees to be committed and go the extra mile for us. In return, we provide a supportive and rewarding working environment, with room to grow.

## **DEPARTMENT**

The temporary Digital Manager role will sit within the Policy, Communications and Community Engagement department. This role will report to the Head of Digital and will line manage two Senior Digital Officers.

## **PURPOSE OF THE ROLE**

It's an exciting time at JDRF with the ongoing implementation of a digital transformation strategy to ensure the organisation continues to reach people with type 1 diabetes effectively to drive our fundraising ability and provide needed information. This role will be at the heart of the strategy's delivery, ensuring on a daily level we continue to move towards improved digital products and experiences, a more effective digital infrastructure, data-driven digital informational content and enhanced digital fundraising and marketing activity.

You will be comfortable both leading a small team and getting directly involved in the delivery of digital products, content and evaluation.

This role specifically will:

- Achieve our mission by expanding and improving our digital engagement with supporters through overseeing and delivering the production and publication of high-quality website and other digital platform content.
- Be a part of the management team delivering a major digital transformation programme including a website redesign and third-party platform transitions.
- Build our reach by ensuring our website and microsites are optimised for search, user experience and accessibility and to champion digital best

practice with content creators across the organisation and with JDRF's partners.

- Project manage digital product and feature developments to support JDRF's business objectives, liaising with agencies and conducting user acceptance testing.
- Plan and implement regular user experience research activities and apply insights to develop compelling digital journeys for all visitors.
- Support JDRF's paid media activity, including setting up, tracking and reporting on campaigns.
- Manage SEO research and strategy to optimise website performance.
- Help design and implement the digital infrastructure to evaluate and analyse performance across relevant channels, content and campaigns.

## **KEY RESPONSIBILITIES**

- Helping to manage and deliver a major digital transformation programme which will include a significant website and other platform design and set up changes
- Manage a range of digital products and platforms to ensure excellent experiences for JDRF's audiences
- Oversee editing, optimising, publishing of website content, working with a range of internal stakeholders to help produce compelling digital experiences for JDRF's audiences
- Manage building pages and registration forms on fundraising platforms and support team to optimise, upload and publish content to support fundraising and engagement activities
- Ensure all website content is optimised in line with user experience and accessibility best practice and support colleagues in learning how to create content that meets the needs of website audiences

- Plan digital production, assign work and track and monitor progress against project roadmaps, using a range of project management tools and techniques
- Work with external agencies and cross-functional teams to project manage the development and refresh of a range of digital products and platforms in line with user needs and business objectives.
- Conduct thorough browser and device testing and quality assurance processes to identify and address any issues or defects for product developments. Log issues and work with agency project managers and developers to ensure that developments meet quality standards before pushing to live
- Create, implement and embed user experience research mechanisms and use insights to improve user journeys to deepen audience engagement
- Complete keyword research and SEO strategies and monitor the performance of these strategies, adjusting on-page, off-page and technical SEO (with the support of digital agencies) as required. Support colleagues to develop increased awareness of SEO practice and skills for optimising content for SEO performance
- Create, track, optimise and evaluate paid media campaigns to help promote fundraising activity
- Work with fundraising and marketing colleagues to advise on digital best practice and help source new and improved information for people with a connection to type 1 diabetes
- Support the Head of Digital to design and implement the digital infrastructure and measurement plans required to analyse the performance of the website, microsite(s) and other channels. Disseminate insights to relevant teams to help improve content quality, user experience and channel performance
- Line manage, support and motivate two Senior Digital Officers
- Be a brand ambassador, ensuring the organisation remains on message both in content and visually
- Build good working relationships with relevant stakeholders internally and externally



- Keep up to date with digital developments and trends and champion change within the organisation
- Any other duties as required

## PERSON SPECIFICATION

Criteria	Essential	Desirable
<b>Experience:</b>	<p>Experience of a range of digital products and platforms, including WordPress</p> <p>Experience of publishing and optimising digital content in line with UX and accessibility best practice</p> <p>Experience of providing digital support to multiple internal teams</p> <p>Experience of project managing digital product developments, including conducting user acceptance testing</p> <p>Experience of digital agency supplier management</p> <p>Experience of user research to gather insights to improve user journeys and digital performance</p> <p>Experience of implementing SEO to improve website performance</p> <p>Experience of developing digital measurement plans to track, analyse and report on digital performance</p> <p>Experience of setting up and tracking paid media campaigns</p> <p>Experience of the line management of staff</p>	<p>Experience of charities or medical research organisations</p> <p>Experience of Funraisin, Eventbrite and goDonate</p>
<b>Skills:</b>	<p>Strong project and budget management skills with a focus on digital products and platforms</p>	

	<p>Excellent digital skills across a range of platforms</p> <p>Ability to plan and work on multiple workstreams simultaneously while maintaining attention to detail and meeting deadlines</p> <p>Able to design and implement user experience research</p> <p>Strong GA4, Google Tag Manager and Google Search Console skills</p> <p>Able to set up, manage, optimise and evaluate paid media campaigns</p> <p>Excellent SEO and keyword research skills</p> <p>Ability to coach and develop a small team</p> <p>Able to train colleagues to increase their digital knowledge and skills</p> <p>Excellent communication skills with the ability to write and think creatively</p> <p>Confident brand ambassador able to guide suppliers and stakeholders</p> <p>Able to work on own initiative as well as part of team, with key stakeholders and suppliers</p> <p>Ability to prioritise and work at pace</p>	
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<p><b>Personality:</b></p>	<p>Commitment to JDRF's goals</p> <p>Agile approach to delivery, understanding that goals may change and projects may need to adapt</p> <p>An understanding of how to contribute to teamwork and manage cross-organisational working relationships</p> <p>High level of initiative and problem solving. Being solutions focused</p> <p>Keeps the bigger picture in mind when developing and delivering workstreams</p> <p>Confident, friendly and professional</p> <p>Goal orientated with strong negotiation skills</p>	
<p><b>Other:</b></p>	<p>Willingness to work occasionally outside office hours</p> <p>Willingness to undertake occasional national and international travel on behalf of JDRF</p>	

**EQUAL OPPORTUNITIES**

JDRF is an equal opportunity employer and does not discriminate against employees for job applications on the basis of race, sexual orientation, religion, colour, sex, age, national origin, disability or any other status or condition protected by applicable law. This policy extends to but is not limited to recruitment, selection, remuneration, benefits, promotion, training, transfer and termination.

JDRF is a registered charity No. 295716 (England and Wales)





and SC040123 (Scotland)  
Raising funds for research to find a cure for type 1 diabetes.  
[www.jdrf.org.uk](http://www.jdrf.org.uk)