Title: Digital Product Manager
Directorate: Fundraising, Marketing & Communications
Responsible to: Senior Digital Product Manager
Grade: 4.1

Main purpose of the job

The Digital Product Manager is responsible for managing the Blue Cross website alongside the Senior Digital Product Manager and digital content team. They provide technical expertise across a range of digital activities and play an integral part in refining how we interact with our audience and deliver our digital marketing strategy.

Working in collaboration with internal stakeholders and our partner agency, they shape the direction of our digital products to ensure these meet the needs of our users. They continually optimise based on insights, trends, and evolving digital capabilities to deliver an excellent user experience and maximise impact.

Key responsibilities

- Act as the product owner for the Blue Cross website and content management system (CMS), optimising to improve accessibility, drive engagement and generate income.
- Manage website requests and issues, working with people from across the charity to understand their challenges and advise on potential solutions.
- Co-ordinate our Agile product management process, liaising with developers to implement our website roadmap using backlog refinement, story writing, sprint planning, UAT, etc.
- Own and develop the product lifecycle including testing ideas in a user centric and insight driven way.
- Work with wider digital team to deliver our search engine optimisation (SEO) strategy, with a specific focus on technical SEO.
- Manage our third-party web development partner alongside the Senior Digital Product Manager and Head of Digital Marketing.

The person

The ideal candidate will be passionate about using their digital skills to help pets and people in need.

You will have experience of managing digital platforms to engage users and be able to use data, insights, and your own knowledge to develop accessible solutions. You will enjoy solving problems, finding innovative solutions, and continually testing to ensure we're meeting user needs.

You'll be confident working with stakeholders to define requirements, develop user stories and explain solutions. You will have good knowledge of web content management systems and be capable of communicating with developers and external technical agencies to make things happen.

Essential qualifications, skills, and experience

- Experience working on business or non-profit websites.
- Experience in digital product management and using tools such as Jira, Trello etc.
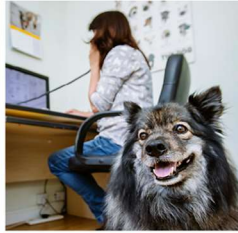
- Strong technical expertise including web development and content management systems (e.g. Drupal).
- Experience creating engaging, user-centred solutions based on insights, user research and testing.
- Strong communication skills and experience managing a range of stakeholders with differing requirements.

Desirable qualifications, skills, and experience
- Experience using Google Analytics and Google Tag Manager.
- Knowledge of search engine optimisation (SEO).
- Knowledge of digital accessibility and Web Content Accessibility Guidelines (WCAG).

The duties outlined in this job description are not intended to be exhaustive and may be subject to periodic review and amendment to meet the needs of Blue Cross.

Our values
Our values define the way we do things. We use them every day to guide us, and to make sure we put people and pets at the heart of everything we do.

Compassionate: We listen, we are non-judgmental, we are kind and caring to the pets and people we encounter, and we offer support in difficult times

Courageous: We make brave decisions, embrace change, and encourage innovation, ensuring we always act with integrity – doing the right thing even when no one is looking

Inclusive: We value all our relationships and work in an open and positive culture where we celebrate our diverse talents and empower you to be you