



Digital Project Manager - Job description

This job description gives an overview of the kind of work and level of responsibility expected for this role. It's not a complete list of all tasks, and duties may change occasionally. But the overall nature of the job and the level of responsibility will stay the same.

Section 1 - Job details

Job title	Digital Project Manager
Directorate	Engagement and Income Generation
Department or team (if applicable)	Digital and Content
Reports to	Digital Programme Manager
Direct reports	N/A
Job location	Office-based in London with flexibility to work remotely
Contracted hours are agreed locally with line managers	

Section 2 - Job purpose

The Digital Project Manager leads the planning and delivery of digital projects that improve digital maturity, engagement and audience impact, including web developments, digital tools and marketing campaigns. Working closely with internal teams, stakeholders and external agencies, they manage project scope, budgets, resources and risks, ensuring compliance with technical, legal and organisational standards. The role ensures projects are delivered on time, within budget and to agreed quality, functionality and security standards while maintaining strong relationships across the digital team and with external suppliers.

Section 3 - Key responsibilities and accountabilities

	One line description of responsibility or accountability
1	Project Planning – Translate organisational vision into structured project plans, ensuring clear scope, success criteria, and documentation.
2	End-to-End Delivery – Lead and manage digital projects from initiation to completion, ensuring they meet time, budget, risk, security, and quality parameters.
3	Stakeholder Management – Build strong relationships, manage expectations, and translate needs into actionable tasks for internal teams and external partners.
4	Project Documentation – Develop and maintain key project documents such as briefs, Statements of Work, GANTTs, and risk registers.
5	Risk & Change Management – Identify and mitigate project risks, manage change requests, and escalate issues where necessary.
6	Project Governance – Work with the Programme Manager and PMO to prioritise the project roadmap and align with organisational objectives.
7	Methodology & Best Practices – Apply appropriate project management techniques (Agile, Waterfall, Lean) to optimise delivery.
8	Reporting & Performance – Track project metrics, communicate progress to senior stakeholders, and drive continuous improvement.
9	Resource Management – Ensure efficient use of financial and human resources for successful project outcomes.
10	Continuous Improvement – Conduct project reviews, mentor colleagues, and stay updated on digital trends to enhance processes.

Section 4 – Dimension of the role

Resources	Responsible for the proper use and safekeeping of data assets within scope of role
Staff or volunteers	No people management responsibility but expected to lead project teams of specialists and support and train other team members as required
Budget	Responsible for managing project budgets of up to £250,000 but not for setting overall budget Responsible for campaign delivery against fundraising income targets
Key relationships	Cross-organisational stakeholders in Services, Brand and Marketing, Policy and Campaigns, Research and Income Generation. Project sponsors across Executive Group, Transformation Steering Group and Activity Review Group. Development, creative and UX partner agencies.
Information security and data governance	Responsibility for undertaking relevant actions and responsibilities according to the role assigned by the MS Society

Section 5 – Key deliverables

Measures of success	
1	Successful delivery of digital projects: making sure projects are completed on time, within budget, meet quality standards and align with organisational objectives and user needs.
2	Effective stakeholder and agency collaboration: Establish productive relationships with internal teams and external agencies for successful project outcomes.
3	Comprehensive project reporting and reviews: Regularly provide updates on progress, risks, and lessons learned to improve future projects.

Section 6 – Competencies

Competency	Level required (see below)	B	E	A	T
Fosters co-production	3		X		X
Open to change and innovation	3	X		X	
Sound decisions	3		X	X	
Collaborative working	3				X
Effective communication	3			X	X
Outcome focussed	4	X			X
Inclusivity	3				X
Accountability	3	X	X	X	X
Tech savvy	4	X		X	

Level	Description
5	<p>Strategic</p> <p>Has a broad and advanced understanding of the organisation's policies, procedures, and how things work across the MS Society, or has deep expert knowledge in a specific area. Shares expert advice on topics related to MS and represents the MS Society in public or external settings. Clearly explains the organisation's vision and strategy in a way that others can understand and act on. Makes important decisions that have a big impact and ensures the right resources are in place to support them.</p>
4	<p>Expert or recognised authority</p> <p>Shows expert knowledge and strong leadership, influencing others in a positive way. Colleagues regularly perform tasks at a high level, instinctively understanding what needs to be done, how it affects other areas, and how it can be improved for the MS Society's benefit. They have deep expertise and focus on developing their skills. They're the go-to person for advice and are known for their knowledge, using their experience to tackle new challenges. They are responsible for managing significant resources, like people and budgets, related to their work.</p>
3	<p>Complex</p> <p>These roles may or may not involve managing others, but they require using experience or professional knowledge to handle complex information or raw data. The work often involves solving unusual problems by using your own judgment, without needing instructions. You'll also need to work with others to overcome challenges and achieve results across different teams or departments.</p>
2	<p>Enhanced</p> <p>These roles may or may not involve managing people, but they are responsible for handling cases and providing face-to-face services. Or managing internal or external processes and people (including volunteers). People in these roles understand how their team or function works, help build good relationships inside and outside the organisation, and work together to achieve results. They use their knowledge to organise and manage tasks and processes, solve everyday problems, and help improve the way things are done..</p>
1	<p>Foundation</p> <p>People in these roles contribute to the MS Society without any responsibility for managing processes or people. People in these roles understand what's needed for their job and how it fits with other roles and tasks. They know what needs to be done and have the skills and ability to complete those tasks.</p>

Section 7 - Qualifications and training

Qualification or equivalent	Relevant project management certification (e.g., PRINCE2, Scrum).
Internal training	Various project management software tools including Toggl, Confluence, Jira, Miro
Other professional training or qualifications	Certifications in PRINCE2, AgilePM, ScrumMaster, PMP, or MSP for project and programme management.

Section 8 - Person specification (knowledge, experience, skills and attributes needed for the job)

Essential requirements will be tested at application stage (A) and used as shortlisting criteria for deciding who will be invited to interview.

Requirement	Essential	Desirable	Tested*
Project Management Expertise – Strong experience with Agile, Scrum, Waterfall, or PRINCE2 methodologies, ideally across multiple frameworks.	X		AI
Large-Scale Digital Delivery – Proven track record of leading complex, public-facing digital projects across development, content, creative, and campaigns.	X		AI
Proven track record of overseeing large-scale digital projects consisting of varied project types and complexity, including digital development, content, creative, or campaigns.	X		AI
App & Web Project Experience – Experience managing both web-based and app-based projects.	X		I
Team Leadership – Skilled at leading diverse project teams of subject matter experts.	X		I
Budget & Risk Management – Proven experience overseeing budgets, mitigating risks, and project reporting.	X		I
Stakeholder & Supplier Management – Strong relationship-building skills with internal teams, digital agencies, and suppliers.	X		AIT
Digital Marketing & Campaigns – Understanding of digital marketing, campaigns, or appeals, ideally within the charity sector.	X		A
Technical Knowledge – Solid understanding of web development, accessibility, GDPR compliance, and UX (Drupal/PHP knowledge beneficial).		X	P
Multi-Project Management – Comfortable managing multiple projects simultaneously with a proactive and flexible approach.	X		A
Organisation & Attention to Detail – Highly organised with meticulous planning skills.	X		P
Problem-Solving & Decision-Making – Adaptable in fast-paced digital environments, balancing strategic thinking with hands-on problem-solving	X		IT

Project Tools & Documentation – Proficient in using GANTT charts, KANBAN boards, and other standard project management tools.	X		T
Communication & Negotiation – Excellent written and verbal communication, skilled in influencing and engaging non-technical stakeholders.	X		IT
Mentorship & Collaboration – Supports and mentors colleagues, contributing to the digital roadmap and overall team development.	X		P

*Tested – A (application), I (interview), T (test or Assessment), P (through performance reviews including probation, 1:1s and PDR)

Section 9 – Other information and requirements

Confidentiality	Make sure sensitive or personal information is kept private and only shared with the right people. All information must be handled according to GDPR and other relevant laws and rules.
Equality, diversity and inclusion	Make sure all your work supports our commitment to equality, diversity, and inclusion. As a charity focused on helping disabled people, we expect everyone to be open-minded and creative in finding and removing any barriers that might affect disabled people, including colleagues, who work with us.
Health and safety	Help create a safe working environment by following all health and safety rules and completing any required training.
Safeguarding	We're committed to safe and responsible recruitment. We aim to protect the wellbeing of children, young people, and vulnerable adults, and we expect all staff and volunteers to support this. Background checks and a Disclosure and Barring Service scheme check will not be required for this role.
Digital, data and Technology	Use technology confidently to do your job, including internet voice and video calls, Microsoft Office, the MS Society intranet, HR and finance systems, case management software, and other MS Society tools and apps.
Unusual specific physical or mental demands associated with the role	None
Travel requirements	To and from office. Some potential travel for customer insight gathering
Unsocial hours	When necessary

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