

JOB DESCRIPTION

Job title:	Head of Digital
Reports to:	Chief Executive
Direct Reports:	AV Technician
Salary:	£50,000 per annum
Hours:	Full time, 35 hours per week
Contract:	Permanent
Location:	Institute of Psychoanalysis, Byron House, Shirland Road, London W9 2BT

About the Institute of Psychoanalysis (www.psychoanalysis.org.uk)

The British Psychoanalytical Society was founded in 1913. With around 500 members, we are a UK wide and international community of professionals, dedicated to helping people enhance their lives through an intensive talking therapy, psychoanalysis. The Institute of Psychoanalysis (IoPA) is the outward face and training body of the British Psychoanalytic Society.

Purpose of the job

The Head of Digital will be responsible for leading our digital, IT and information systems. They will also have oversight of AV and for the technical development of online education materials.

The post holder will lead the digital transformation of the organisation, continuously improving the effectiveness and impact of the Society. They will lead resource planning, management, reporting and coordination of projects/initiatives to deliver change in line with business requirements. This will involve leading end to end delivery digital projects, including technology delivery and change management required to improve, implement and embed digital systems, IT infrastructures and processes.

Key relationships

- Members and Committees
 - Chief Executive
 - AV Technician
 - Wider IOPA team
 - External stakeholders
 - Suppliers
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Main responsibilities

- Project manage major digital projects and ensure relationships with external stakeholders and engagement with Members, Staff and Service Users are all managed effectively.
- Research solutions and make recommendations for the improvement of systems and infrastructure.
- Appoint suppliers of digital services and oversee the Institute's relationships with them, ensuring they provide a high-quality service and value for money.
- Provide first line support to staff, responding to basic technical queries and issues, such as password resets, software installation, and troubleshooting common hardware and software issues.

- Manage the IT infrastructure and security of the CRM system.
- Ensure the smooth operation of the CRM system, including user access management and working with our support provider to carry out data backups and system updates.
- Implement and maintain robust security measures to protect customer data and ensure compliance with organisational policies and industry regulations.
- Troubleshoot and resolve technical issues related to the CRM system and collaborate with stakeholders to identify and implement improvements to the system's performance and functionality.
- Establish services in line with industry standard service design principles.
- Keep on top of new and innovative ways to present the Institute's digital content, proposing and experimenting with ways to develop its content in line with changing digital trends and audience preferences.
- Manage and develop the Society's AV presence for in-house seminars and events as well as online AV requirements.
- Technical development of online educational products.
- Oversee financial aspects including budgeting, budget review and procurement.

Other responsibilities

- Work to increase the number of people reached through the Institute's web presence and to build repeat usage, for example, by providing expertise on search engine optimisation, pay-per-click and social media advertising, and managing paid-for search.
- Coach, advise and share information on digital content, communications and services within the wider organisation. Encourage and support staff and members to engage with digital communications and adopt a 'digital first' mind-set.
- Take the lead on Google Analytics and other digital monitoring/measurement tools, ensuring that digital metrics are implemented, consistently reported and widely used across the Institute.
- Provide AV support for in-person, online and hybrid events using Zoom.

Internal services responsible for

- Office 365
- All Institute computers and equipment, including servers
- Clinic systems
- Phone and switchboard system
- Single Sign On system
- Financial software
- Civi CRM
- Archive computer system
- Library computer system

External services responsible for

- psychoanalysis.org.uk - Main Institute website
- learnpsychoanalysis.co.uk - Online courses portal
- education.psychoanalysis.org.uk - Moodle platform for students at the institute
- YouTube Channel - Main Institute YouTube channel

The above list of duties and responsibilities is not exclusive or exhaustive and the post holder will be required to undertake such tasks as may reasonably be expected within the scope and grading of the post. This job description will be regularly reviewed to ensure it is an accurate representation of the post.

Benefits

- Flexible office hours and hybrid working (dependent on events, meetings and other activities).
- 25 days annual leave, plus 8 bank holidays (pro-rata for part time staff) plus Christmas closure days in addition to annual leave entitlement.
- Time Off in Lieu, overtime or adjusted working hours to accommodate evening and weekend working.
- A generous non-contributory pension scheme.

PERSON SPECIFICATION

Essential

Education and qualifications:

- Educated to a high standard – graduate or equivalent level of analytical skills.
- Evidence of continuing professional development.

Skills and experience:

- Demonstrable experience of leading digital content projects and familiarity with project management.
- Extensive experience in key digital principles, including agile delivery.
- Experience of managing staff and small teams.
- Knowledge of IT and information governance including GDPR.
- Experience of delivering first line support.
- Significant experience of working with 3rd party suppliers, including digital agencies and software vendors.
- Exceptional written and verbal communication skills, with the ability to communicate professionally, write precise specifications and guidelines.
- Strong organisational skills and the ability to drive multiple projects with interrelated or competing priorities.
- Ability to analyse complex problems, come up with creative solutions and make prioritisation decisions.
- Proficiency with a wide array of software and cloud-based applications including:
 - Adobe Creative Cloud suite
 - Gogledrive, OneDrive, Dropbox and SharePoint
 - Microsoft Office
 - Basic video-editing e.g. adobe premiere pro
- Ability to work unsocial hours with notice.

Desirable:

- Graduate or postgraduate qualification in relevant subject.

- Experience of working in a membership organisation.
- An interest in psychoanalysis.
- Experience of working in the mental health environment.
- Project management skills.

The Institute of Psychoanalysis is an equal opportunities employer and positively encourages applications from suitably qualified and eligible candidates regardless of sex, race, disability, age, sexual orientation, religion or belief or marital status. We respect one another whatever our background, whatever we look like, whatever we believe, and if you are going to work with us, you will need to do the same. If you are selected for an interview and have special requirements due to a disability, please let us know so that we can make any necessary adjustments.

This job description and person specification is for guidance only. Employees may be required to undertake additional or different duties within their capability or to re-train to meet the changing needs of the Company.

If you have any questions or would like to have an informal chat with us about this role, please contact hr@iopa.org.uk.