Job Description

Digital Product Officer

BookTrust

BookTrust is the UK's largest children's reading charity. We know that children who read are happier, healthier, more empathetic, and more creative. They also do better at school.

Working with every local authority and across every region in the country, and supported by Arts Council funding, we reach over 3 million families a year via partners in schools, children's centres, health visitors and libraries. This incredible network helps us to get children reading across the country.

This is an exciting time to join BookTrust – our strategy https://www.booktrust.org.uk/about-us/strategy/ sets out a new focus prioritising work that supports families in greatest need. We are ambitious about designing and developing our services and content to reach more children, particularly children who are disadvantaged. We are also embarking on phase 1 of digital transformation at the charity, with a project to completely redevelop our main website.

Job purpose

At BookTrust we have moved to a more product- and proposition-led design and delivery framework for our programmes and services, to better meet the needs of our users, delivery partners, supporters and colleagues.

This role supports the Digital team to plan, maintain, track, report on, optimise and evaluate the performance of our website product www.booktrust.org.uk, which in turn supports service provision through our network of delivery partners. Ensuring our pages can be found easily by users, you will analyse and report on performance data, including insights into user behaviour, and work with the team to make suggestions for improvements, ensuring all activity is insight-driven and audience focused. This covers end-to-end digital journeys from external sources, through the site and related platforms, and conversions / goal completions.

The role is in our Digital team, which reports to the Chief Operating Officer, but working collaboratively on cross-team projects, services, comms and content, including supporting the team to deliver the website relaunch.

You would have responsibility for:

- day-to-day website analytics and reporting, including on-site analytics and SEO, and coordination of digital reporting with other teams
- supporting the Digital team in its development, UX and content design work
- supporting optimisation of the website, including elements of website maintenance and small developments through our external suppliers.

This role works collaboratively to help identify the best measurement methods, tools and processes for key areas of our website work, including suitable KPIs and other metrics – and then works (with supplier support where needed) to implement them. It's also very much a hands-on role providing regular analysis, testing and reporting to feed into ongoing and project-based work, evaluations and future developments.

This analysis encompasses all web-based aspects of our work from service delivery and information provision to communications and fundraising, and the reports and recommendations need to be written in an accessible, engaging way for non-Digital colleagues.

You would also work with the team and suppliers to monitor technical and search performance of the site and optimise it to effectively meet user and organisational needs.

We don't work in a purely Agile way but we keep to many of the principles and work very closely with the Research & Impact and Innovation, Design & Development teams, who also follow a similar iterative, test-and-learn methodology. As part of the Digital team you would report to the Head of Digital and work alongside a UX designer, a digital content designer, and a project manager.

All of this involves excellent technical and people skills, working with a range of people at all levels, including colleagues, suppliers, partners who deliver our services, and supporters. You will also be very comfortable and adaptable in working in a changing environment as we develop our new digital approach.

This post holder will report to: Head of Digital

Location: This post is based in our Leeds head office. BookTrust is a hybrid working organisation with an average of eight days' face-to-face working per month. There's an additional requirement for occasional UK travel to engage with our partners and users across the country and to connect with colleagues in our other hub locations.

Contract: Full-time, permanent

Key responsibilities

1. Day-to-day responsibility for website analytics as part of organisation-wide research, planning, innovation, delivery, tracking, reporting and evaluation.
2. Work collaboratively to help set digital KPIs, and to track, report and evaluate outcomes and impact, working to BookTrust's Theory of Change model, working cross-functionally, especially with our Content, Digital Marketing, Research & Impact (R&I) and Innovation, Design & Development teams.
3. Coordinate the production of monthly digital analytics reports - leading on the website reporting - and gathering contributions from other digital roles covering social media, online video, and digital marketing.
4. Help ensure teams you work with are able to be digitally data-driven, place digital audience insight at the heart of their deliverables and understand the performance of their online work, highlighting opportunities to test and optimise.
5. Communicate with internal and external stakeholders at all levels – creating clear findings that help us to continuously improve our digital services and content, based on data and evidence, helping us feel confident in our understanding of our users, and providing actionable recommendations.
6. Play an active part in the team's Digital Content Design function, including planning, designing and creating new web content to support the wider charity's work.
7. Support the team's UX activities including support for in-person and remote research and testing, and for reporting insights and outputs.
8. Support the Head of Digital to work with our digital agencies and external developers to monitor, maintain and optimise our digital platforms. Report bugs and brief in small developments and improvements to our sites.
9. Support the development of digital expertise of other colleagues (of a range of digital literacy) to enable them to:
   - make the most of digital analytics, channels and other opportunities in their service and content design.
   - use our website CMS as part of a decentralised approach to content creation.
10. Keep up to date with developments, tools and practices in digital analytics and SEO, and share this learning with colleagues.

PERSON SPECIFICATION

CRITERIA	E or D
Knowledge	
a. Good understanding and experience of Google Analytics, Google Tag Manager and other Google reporting and optimisation tools, as well as platform-specific analytics tools, and project management tools.	E
b. Able to utilise and monitor cross-platform tracking.	E
c. Confident to contribute to setting, monitoring and reporting measurable digital performance targets.	E
d. Able to evaluate and provide accessible reports with evidence-based, actionable recommendations.	E
e. Good understanding of digital tools and infrastructure such as content management systems and forms platforms.	E
f. User-centred design and development methodologies such as Agile.	D
g. Understanding and experience of SEO tools such as SEMRush.	D
Experience	
a. Digital tracking, monitoring and reporting within and across platforms including but not limited to websites, social media, advertising and email.	E
b. Understanding and interpreting user and organisational needs to be able to help to set practical targets and associated metrics for online performance.	E
c. Contributing to in-depth analysis of available data to highlight trends and patterns and report against KPIs and other targets.	E
d. Transforming analytical insight into recommendations for improvements.	E
e. Using data, monitoring, evaluating and optimising performance and accessibility of digital platforms, content and campaigns.	E
f. Experience of supporting UX / user testing, research and optimisation (A/B, Multivariate, User Acceptance Testing, etc.)	D
g. Experience of content design practices or projects.	D
h. Managing small digital projects and developments, including budget and resource management.	D
Skills and Attributes	
a. Enthusiastic ongoing learning in a continually changing environment.	E
b. Highly organised approach to planning and work - able to work individually and as part of a team, keep stakeholders informed and meet deadlines, and perform administrative tasks to support the smooth running of the team.	E
c. Equally able to research and teach yourself as well as identifying and learning from credible and relevant sources of training, information and coaching.	E
d. Enthusiasm for sharing learning and training others to help them learn.	E
e. Collaboration and social skills to work with colleagues, stakeholders and participants within and outside the charity and at different levels	E
f. Excellent writing, grammar and language skills	E
g. Comfortable and effective in managing change	E
h. Contribute ideas, approaches and insights that enable innovation. Scan the external environment for trends, insights, ideas, and best practice.	D

E = essential criteria   **D = desirable criteria**

Terms and Conditions

- Salary: £33,000 pa
- 28 days' holiday, plus public holidays
- Pension scheme – 7% employer contribution
- 3 x salary life assurance
- Employee Assistance Programme
- Season Ticket Loan Scheme
- Flexible working scheme

<u>Our Commitment to Diversity and Inclusivity</u>

We aim to provide an inclusive recruitment process and actively welcome applications from diverse talent pools: BAME candidates, candidates with disabilities and long-term conditions and candidates from underrepresented communities.

We are committed to equality of opportunity and want to ensure we have an accessible application process for all candidates. If you need any reasonable adjustments or would like us to do anything differently during the application process, please contact our HR team on HR@booktrust.org.uk or 020 7801 8855/8856 to discuss your requirements further.

BookTrust is committed to safeguarding and promoting the welfare of children. The recruitment and selection process reflect our commitment to safeguarding therefore, the suitability of all prospective employees will be assessed during the recruitment process in line with this commitment, and pre-employment checks.