

SENIOR PROJECT MANAGER (MARKETING PORTFOLIO)

Duration:	Fixed Term – 12 months (Parental Leave cover)
Salary:	Circa £50,000 per annum
Job Level:	3
Hours:	35 hours per week. Other flexible arrangements will be considered.
Disclosure Level:	Basic. This role involves no direct or indirect work with children.
Team:	Strategy and Marketing.
Reports to:	Head of Project Management Office.
Location:	Working from home and at 1 Westfield Avenue, London E20 1HZ.

At the UK Committee for UNICEF (UNICEF UK), we pull together to achieve the best possible results for children in danger around the world. We believe in an inclusive workplace and in the power of fulfilled colleagues who share the same values and goals, enjoy their work and are motivated to do their utmost for children.

Our work is guided by the UN Convention of the Rights of the Child (UNCRC) and the Sustainable Development Goals (SDGs), which recognise the universality of children’s rights.

ABOUT THE TEAM

The role of Senior Project Manager (Marketing Portfolio) sits in the Project Management Office (PMO) which is part of the Strategy function. It has a dotted management line to the Head of Marketing Delivery within the Marketing function.

UNICEF UK’s Strategy function is home to the Knowledge and Insight, Strategic Planning, Strategic Communications and Project Management Office teams, it is a part of the Chief Strategic Development Officer’s Directorate. This team works with the whole organisation guiding, coordinating and facilitating teams, to achieve their objectives.

With a clear mandate to deliver an extraordinary provision in insight, strategic planning and communications, facilitation, project management and critical thinking–this team is pivotal to the organisation’s decision making and success.

UNICEF UK’s Marketing function sits belongs to the organisations’ Public Engagement Directorate. UNICEF UK delivers marketing to engage, attract and retain priority audiences through a single Marketing function. This function is comprised of a diverse range of marketing skills, with special emphasis on digital, working in cross-disciplinary teams to deliver against wide range of objectives, spanning every stage of our supporters’ journeys, from initial brand awareness through to leaving a gift in a will.

ABOUT THE ROLE

The Senior Project Manager will work cross-organisationally to provide specialist change management services, ensuring key strategic projects, campaigns and programmes of work implement and embed change successfully.

The Senior Project Manager (split roughly equally between) time will be dedicated to:

1. Developing and enhancing Marketing’s portfolio management framework and ways of working.
2. Providing change management support across the Project Management Office’s wide portfolio of projects. (i.e., Anti-Racism Programme, Project Management Framework)

What we will expect you to achieve:

- Develop and implement change management strategies across various simultaneous projects and programmes of work, including the marketing portfolio.
- Continue the development and embedding of a marketing portfolio management framework. This framework includes planning, prioritisation, resourcing, risk management and governance of marketing activities in line with strategic objectives and capacity.
- Ensure each project or initiative is sufficiently resourced and delivery teams are set up, briefed and empowered to deliver at pace, with excellence. This includes overseeing marketing's portfolio of activities in a work management platform, i.e., Asana, and ensuring marketing's project, programme and portfolio governance (documentation) is reflected in Asana.
- Conduct impact analyses, assess change readiness and produce and deliver change management strategies, e.g., stakeholder engagement strategies and communications plans, and integrate these with project plans.
- Create change management plans for projects or change initiatives acknowledging all aspects of change—analysis, planning, implementation, embedding and other associated change considerations.
- Support on the development of a change management framework, i.e., processes and tools, tailored for UNICEF UK, while advising on a strategy to support the adoption of the change management techniques across the organisation.
- Collaborate closely with Project Managers to integrate change management activities into the existing project plans.
- Demonstrate and model a commitment to our shared values, behaviours and inclusive practices (known as [Our Shared Commitment](#)) in all aspects of your work.

BEHAVIOURS, EXPERIENCE AND SKILLS

This section contains the essential behaviours, experience, knowledge and skills needed in order to be effective and successful in this role. All criteria in this section are essential.

Effective behaviours

Supporter driven and mission aligned

- Is committed to children and their rights and motivated to work towards achieving a world that is fit for every child.

Efficiency and effectiveness

- Manages multiple projects and conflicting priorities, effectively allocating suitable time and resources to ensure objectives are achieved. Systematically plans projects to maximise performance and cost-effectiveness, anticipates risk and put plans in place to mitigate. Responds creatively to resourcing issues to get things done in challenging and changing circumstances. Champions best practice delivery processes.
- Strong organisational skills including attention to detail. Views challenges holistically and makes strategic decisions based on the bigger picture, while holding a good understanding of the detail.
- Gains commitment from other teams, agencies, and stakeholders. Problem solves and improves existing work processes. Handles conflicting demands by prioritising and identifying problems in advance; achieves good quality output with meticulous attention to detail.

Collaboration

- Works effectively across the organisation, collaborating with key teams and projects. Consults others and share expertise, know-how and ideas with colleagues for best results. Values diversity, respecting and drawing on colleagues' different perspectives, skills, experience and knowledge.
- Nurtures professional relationships with colleagues and with external contacts and partners to support the achievement of objectives. Reflects on own thoughts, feelings and actions and is aware of own impact on relationships.
- Proactive, assertive and self-motivating team player, effectively challenges and influencing ways of working, assumptions and decision-making.

Communication

- Presents complex and difficult messages clearly and with impact, using a variety of methods to engage an audience and win understanding and support.
- Uses a range of approaches to gain commitment, tailoring information in terms of content and format. Negotiates with resolve and diplomacy.

Relevant experience

- Marketing portfolio management.
- Marketing delivery process, workflow management and process enhancement.
- Resource and demand management: balancing strategic/change initiatives against business-as-usual (BAU) activities, ensuring we are maximising our return on investment (ROI).
- Designing and executing strategies to support adoption of workplace changes.
- Tailoring plans and strategies to implement and embed change successfully in a large and complex team and/or organisation.
- Facilitating workshops: managing the workshop process by organising and facilitating sessions that allow participants to achieve the workshop objective, i.e., agreeing roles and responsibilities, stakeholder identification and analysis, prioritisation, planning, and processing mapping.

Specific knowledge and skills

Highly knowledgeable and experienced in:

- Project management, portfolio management, workflow management and resource planning frameworks and tools, i.e., Asana.
- Project management methodologies (such as Waterfall and Agile).
- Change management theories and methodologies.
- Stakeholder management and strategic communications.