



Job Description

This job description serves to illustrate the type and scope of what is required for the above post and to provide an indication of the required level of responsibility. It is not a comprehensive or exclusive list and duties may be varied from time to time, they will not however change the general character of the job or the level of responsibility entailed.

Section 1 - Job Details

Job title	Digital Project Manager
Directorate area	Engagement and Income Generation
Department/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 role of the digital project manager is pivotal in steering and executing digital initiatives that enhance engagement and foster digital maturity within the organization.

This position will encompass the management of various projects, including the enhancement or development of innovative platforms and products, as well as the execution of targeted digital campaigns and appeals.

The digital project manager will liaise closely with internal teams, stakeholders, and external agencies to ensure alignment and cohesion throughout the project lifecycle. This role will be instrumental in ensuring that projects are meticulously planned, aligned with organizational objectives, and delivered on schedule and within budgetary constraints.

Section 3 - Key Responsibilities/Accountabilities

	Responsibility or Accountability
1	Lead digital projects from initiation to completion, making sure delivery is within time, cost, risk and quality parameters.
2	Manage project plans, budgets and risks, addressing and escalating changes and impacts on timelines and budgets promptly.
3	Collaborate with teams and agencies to scope viability, develop requirements and deliver digital projects and campaigns.
4	Co-ordinate the development and monitoring of project metrics, making sure variance and performance are reported to relevant stakeholders
5	Regularly report on project progress and performance, conducting retrospectives to improve future processes.
6	Build relationships with stakeholders and develop communications plans to keep them and the organisation up to speed with project progress and performance.
7	Work closely with development, creative and UX agencies to nurture effective collaboration and successful project outcomes with a focus on getting value for money from vendors.
8	Oversee user-centred digital projects and campaigns that meet accessibility requirements and align with digital best-practice.
9	Help refine and evolve the project management methodology within the organisation, mentoring colleagues and promoting best practices in digital project delivery.
10	Stay up to date on digital trends, applying tools to improve project outcomes and enhance efficiency.

Section 4 – Dimension of the role

Resources	Responsible for the proper use and safekeeping of data assets within scope of role
Staff/Volunteers	No people management responsibility but expected to support and train other team members as required
Budget	Responsible for managing project budgets of up to £200,000 but not for setting overall budget Responsible for campaign delivery against income targets
Key relationships	Cross-organisational stakeholders in Services, Brand and Marketing, Policy and Campaigns, Research and Income Generation. Development, creative and UX partner agencies
ISO	Responsibility for undertaking relevant actions and responsibilities according to the role assigned within ISO

Section 5 – Key deliverables

Measures of success	
1	Successful delivery of digital projects: making sure projects are completed on time, within budget, and meeting quality standards.
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	2		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	3	X			X
Inclusivity	2				X
Accountability	2	X	X	X	X
Tech savvy	4	X		X	

Level	
5	Strategic – Wide advanced knowledge of organizational policies, practices and procedures across the organization or detailed theoretical, practical and procedural knowledge of a specialized area. Provides expert knowledge and insight on a range of subjects and/or groups relevant to MS and represents the MS Society externally. Translates vision, strategic aims and direction in clear terms that people can relate to and action. Makes significant and influential decisions and facilitates appropriate resources.
4	Expert/ Recognised authority – Demonstrates expert knowledge and relevant and appropriate professional leadership and influence. Colleagues consistently perform a task or activity to higher levels having an intuitive grasp of what is required to be delivered, how it impacts across other areas of activity and how it may be improved for the benefits of the MS Society. Colleagues have an in-depth understanding and focus upon building expertise, they are the go-to person and have a reputation for being knowledgeable in this area and are able to apply their existing skills and knowledge to new or emerging challenges.

	Will have responsibility for managing significant resource (people, budget etc) associated with the function/activity.
3	Complex - Roles with or without line management responsibility where they are required to use knowledge gained through experience, professional or technical qualification on complex information or raw data for typically non-routine problems upon which own judgment needs to be applied without further instruction or guidance to work with others to overcome obstacles and deliver outcomes across teams/department.
2	Enhanced - Roles with or without line management responsibility but accountable for casework/ face to face service provision/ internal/external process and or people (including volunteers) e.g. first line managers of people or process. Colleagues have knowledge of requirements of a team/function, contribute to building and maintaining successful internal and external relationships and collaborate to deliver effective outcomes. Colleagues use knowledge and understanding to organise and/or manage work, tasks and processes, can solve routine issues and contribute to the development of new practices and procedures.
1	Foundation – roles make an individual contribution to the MS Society with no process or line management responsibility. Colleagues have a fundamental knowledge and understanding of what is required to carry out the role and how it connects to other roles and activities. Understand what is required to be carried out and has the competence and skills to carry out the activities.

Section 7 - Learning & Development requirements

(List L&D requirements for role)

Foundation (mandatory)	
Additional internal learning/ courses required for role	
Other professional training/qualification required	

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

Those that are marked as essential and will be tested at application stage (A) will be used as shortlisting criteria for determining who will be invited to interview.

Requirement	Essential	Desirable	Tested*
Comprehensive understanding of project management methodologies, including both Waterfall (Prince2) and Agile (SCRUM) frameworks.	X		I/T
Relevant professional qualification in project management (For example Prince2 or SCRUM).	X		A
Knowledge of user experience (UX) principles and trends in digital content management and digital technologies.		X	
Budget responsibility, risk management and project reporting experience, particularly in delivering large-scale projects.	X		A/I/T
Understanding of digital marketing, campaigns, or appeals, ideally within the charity sector.	X		A/I
Proven track record of delivering public-facing digital projects, managing them from start to finish either client-side or agency-side.	X		A/I
Experience working with creative, digital, or UX agencies, maintaining effective partnerships.	X		A/I
Highly organised with meticulous planning and attention to detail.	X		P
Ability to lead multiple projects simultaneously, often under tight deadlines.	X		A/I
Excellent communication skills, both written and verbal, with an ability to engage non-technical stakeholders	X		I/T
Effective leadership, negotiation, and influencing skills.	X		P
Problem-solving and decision-making abilities, particularly in fast-paced and evolving digital environments.	X		I

Team player with a collaborative mind-set, fostering good relationships with internal and external stakeholders.	X		I
Evidence of being a driven, results-focused individual who takes ownership of projects.	X		I
Flexible and adaptable, comfortable working in a fast-changing, tech-driven environment.	X		P

*Tested – A (application), I (interview), T (test or Assessment), P (through performance reviews including probation, 1:1's and PDR)

Section 9 – Additional Information and Requirements

Confidentiality	Ensure that essential information of a sensitive and/or personal nature is not disclosed to, or discussed with, inappropriate persons and that all information is maintained in accordance with the GDPR and other related legislation/requirements.
Equality, diversity and inclusion	Ensure all duties are carried out in a manner which promotes the MS Society's equality, diversity and inclusion policies and practices. As a charity whose primary focus is to support and improve outcomes for those with a disability, we expect all colleagues to be curious and innovative in identifying and removing any barriers experienced by those with disabilities whilst working with us.
Health & safety	Promote a health and safety culture, observe all health and safety rules and procedures and complete training courses, as required.
Safeguarding	MS Society are committed to recruiting with care and to safeguarding and promoting the welfare of children, young people and vulnerable adults and expects all staff and volunteers to share this commitment. Background checks and Disclosed Barring Service checks will not be required for this role.
Digital, data and Technology	Competently utilise technology to perform the role including internet-based voice and video calls, Microsoft Office applications, the MS Society intranet, human resource and finance systems, case

	management system software and other bespoke MS Society software and applications.
Key contacts/relationships	Engagement Activity Group Transformation project steering groups Senior leaders across MS Society Delivery teams across MS Society Development, creative, content and marketing agency partners
Unusual specific physical/mental demands associated with the role	None
Travel requirements	To and from office. Some potential travel for customer insight gathering
Unsocial hours	When necessary

Last updated 14th November 2024