

Digital Product Officer

Key information:

Contract: Permanent

Hours: Four days per week

Flexibility: We're a flexible employer and most of our staff are juggling things (including caring for multiples!). The charity supports staff to balance home-life with professional responsibilities.

Salary: £29k per annum (pro rata)

Closing Date: Friday 30 August

Reports to: Digital Lead

Work location: Hybrid/remote. Office space in London Bridge and Woking, although entirely remote option is fine. Applicants must have the right to live and work in the UK.

To apply: Please send a CV and covering letter (no more than two pages) to

recruitment@twinstrust.org

For an informal conversation about the role, please email jamiegrubb@twinstrust.org

About Twins Trust

Twins Trust is the only UK-wide charity dedicated to improving the lives and wellbeing of families with twins, triplets or more. Multiple birth families face unique challenges and we're there for them, every step of the way. With over 40 years' experience, we tailor our services to our families' needs. We offer support and information to parents and professionals, raise awareness, invest in research and campaign for the best possible outcomes for our families.

What we're looking for:

We are seeking a proactive and enthusiastic Digital Product Officer to join our team in this new role within the Communications department. Reporting to the Digital Lead, you'll be working collaboratively across the organisation to support the development and maintenance of our digital products, ensuring they meet the needs of our beneficiaries and stakeholders.

We are currently embarking on an ambitious digital project which will see us overhaul our current website and bring online several new digital products to expand and enhance the way we support our families. Our overall digital platform is the key vehicle for us to connect with our beneficiaries and deliver our charitable objectives. In this role you'll be at the heart of enabling the work that we do.

We're looking for a digital native who can get up to speed quickly with our existing and new digital products and understand what they need to deliver in order to support our overall strategic objectives and deliver on our Digital-First Strategy.

Our website forms the core of our digital platform. You'll need to be comfortable working in a CMS, editing copy into a form that is both user and search engine friendly, using test-and-learn methodologies to improve user experience and paying attention to accessibility best practice, to ensure our site is both engaging and informative.

You'll also be working across our other digital products, including supporting delivery of our direct support through our customer service platform, delivery of our learning materials and of our membership product.

This is an exciting and varied role with the opportunity to gain wide experience in digital service delivery within a medium-sized charity. You'll have a problem-solving mindset and will be able to

contribute your ideas and knowledge of the ever-evolving digital landscape to solving the challenges we face. Above all, you'll be dedicated to making things as easy as possible for those we serve to access the support they need. This role can play a huge part in helping us to create a world where families of twins, triplets and more are happy, healthy and supported.

Key responsibilities:

- **Product development:** Contribute to the development and implementation of new digital products, ensuring they follow service design best practice. Oversee testing and identifying bugs then reviewing fixes.
- **Website:** Create, edit and publish content to our website, ensuring it is both user and search friendly, is presented in an engaging way and meets accessibility standards. Ensure effective management of content, update cycles and archiving of old content.
- **Digital service delivery:** Provide support to the internal team and to external beneficiaries in using our digital products to enable our direct service delivery to beneficiaries. In particular, support day-to-day running of our customer service platform, our digital learning offering and online delivery of our membership product, including identifying fixes and improvements, supporting teams across the organisation to ensure platforms are fit for purpose.
- **Digital asset library:** Oversee administration of our digital assets, ensuring that colleagues can access brand assets with ease and our photo and video library is up to date.
- **Digital outreach:** Oversee day-to-day running of our Google Ads Grant to ensure we are using it effectively to promote the charity and reach new audiences.
- **User experience:** Contribute to ensuring that our digital products offer an excellent user experience by assisting in user research, usability testing and incorporating feedback into product design.
- **Data analysis:** Monitor and report on performance of our digital products using analytics tools. Assist in generating insights to inform product improvements and measure the impact of digital initiatives.
- **Process oversight:** Ensure that key processes and standards in using our digital products are documented and up to date.
- **CRM and technology:** Provide support as required to other members of digital staff within the organisation on managing our Microsoft Dynamics CRM and our technology provision.
- **Compliance:** Support on ensuring all digital products comply with relevant regulations, accessibility standards and best practices in information security.

Knowledge Skills and Experience		
Attribute	Essential	Desirable
Education, Qualifications & Training	<ul style="list-style-type: none"> • Higher level qualification or degree in a relevant subject, or equivalent work experience and evidence of relevant work-based training • 1-2 years' experience in related field 	
Knowledge & Experience	<ul style="list-style-type: none"> • Some experience or a strong interest in digital product management, preferably within the charity sector • Basic understanding of UX 	<ul style="list-style-type: none"> • Experience of usability testing • Knowledge of project management methodologies and tools • Experience of using SEO and

	<p>principles and willingness to learn how to conduct user research</p> <ul style="list-style-type: none"> • Familiarity with web development technologies, content management systems and mobile app development • Basic analytical skills with the ability to use platforms such as GA4, interpret data and generate insights • Good communication, copy-writing, editing and proofing skills • Awareness of accessibility standards and data protection requirements • Ability to work in a team and independently • Ability to pick up new skills quickly • An interest in the latest technologies and trends 	<p>Google Adwords to grow audiences</p> <ul style="list-style-type: none"> • Training and understanding of compliance requirements for web accessibility and privacy • HTML skills
Skills	<ul style="list-style-type: none"> • Good verbal and written communication skills • Confident and enthusiastic. Team player. • Strong attention to detail • A commitment to diversity and equality • Well organised • Able to use initiative and solve problems independently • Strong IT skills including using Microsoft Office 	<ul style="list-style-type: none"> • A passion for the charity sector and a clear commitment to our mission

Twins Trust operates an equal opportunity policy and commits to treating all of our candidates and jobseekers fairly. We welcome and encourage applications from everyone regardless of age, disability, sex, gender reassignment, sexual orientation, pregnancy and maternity, race, religion or belief and marriage and civil partnerships.