

Job Description

Job Title	Digital Web Editor	Starting salary and range*	£41,0470-- £47,615 per annum
Contract length	Permanent	Hours per week	35
Manager	Head of Digital & Campaigns	Location	London/Hybrid
Team	Digital, Communications and Campaigns	Responsible for	
Level of DBS/PVG check required		Standard	

* Freedom from Torture is committed to showing the salary for all advertised roles and not negotiating salaries for roles, in light of evidence that this contributes to structural inequality.

Our policy is that all appointments will be at the start of the salary range but successful candidates will have the opportunity to move up the scale over time. The progression up the salary range is reviewed on an annual basis and subject to affordability.

Main Purpose	In this pivotal role across Freedom from Torture you will be owner of the organisations digital products including website, campaign and donations landing pages development, maintenance, optimisation and implementation, in order to improve user experience, drive product-led growth, and deliver interventions that improve the lives of torture survivors.
Scope	Responsible for designing, delivering and implementing a product roadmap that delivers growth against fundraising and engagement and campaigning KPIs, whilst also supports, coordinates or inputs into digital projects for teams across the charity. Product owner of the existing website, ensuring it is optimised for search engines, is security and privacy compliant and delivers the best experience for our supporters.
Decision making & level of authority	Managing own workload. Signing off on testing plans, content for website. Responsible for a budget of up to £40,000 for CMS system maintenance and development support and more budget for licenses for testing within campaigns. Ad hoc management of freelancers, agencies and volunteers.

Duties & Key Responsibilities

1. Product management: Lead on the development and optimisation of existing digital products including Freedom from Torture's website, online shop, donation and petition landing pages, supporter journeys, social media access, and email through continuous improvement; lead on improving email automations and welcome journey; oversee conversion rate optimisation. Lead on online audience research and user testing. Lead on website SEO and content strategy.
2. Project management: Plan and deliver digital projects and products for key stakeholders across the charity including clinical and service user engagement. Works closely with the Head of Digital & Campaigns and Digital Fundraising Manager to roadmap tech solutions to deliver the charity's strategy
3. Product development and problem-solving: Develop products in collaboration with the wider team via workshopping, road-mapping and stakeholder management. Responsible for ensuring that teams are supported to build experiences and products that provide optimal value to the charity and to core audiences, including supporters.
4. Service design: Lead on digital service design for new products aimed at supporters and survivors alike. In collaboration with colleagues, identify and develop opportunities on the most impactful products we should be building for our users.
5. Management: Managing relationships with agencies and freelancers. Responsible for ensuring that suppliers deliver projects on time and to budget
6. Monitoring, evaluation & learning: Lead on making sure we're always learning and recording lessons from the products we're developing. Establish where we need support and source and brief the best consultancies / agencies to help us develop best in class analysis. Ensure that insights are reflected in our reporting. Contribute to digital KPI and campaign-specific tracking and reporting using Google Analytics (GA4) and other tools; monitor performance against target and analyse results; input into recommendations for product and campaign optimisation, contribute to the wider team's annual plans and strategy; keep invoices up-to-date; support and share skills with wider team; train and support ad hoc digital volunteers. Ensure online activities meet with DAU, GDPR, PECR and Cookie regulations. Supporting on digital security with ICT.

Other responsibilities:

- Take care of own well-being and take advantage of well-being initiatives offered by the organisation to its staff.
- Compliance with organisational policies and practices, and attendance at mandatory training.
- Occasional travel to other Freedom from Torture centres.
- Any other duties as required by the organisation.

Person Specification

This form indicates which criteria are Desirable or Essential and how this will be assessed

A = Application, I = Interview & T = Test

Knowledge & Qualifications	D	E	Assessed
You love everything product, from discovering user needs and generating insights, to ideating and prototyping solutions, to optimising existing offerings.		X	A,I,T
Experience of heading up a website including maintenance, content strategy, optimisation, journey flow, user experience and product development		X	A, I,T
You have a solid understanding of the Design Thinking process, and Design Sprint / creative workshops	X		A,I,T
Knowledge online product development and agile development methodologies		X	A,I,T
Knowledge of data protection regulations (DAU, GDPR, PECR, cookie usage)		X	A,I
Knowledge of human rights and issues facing torture survivors and other people seeking asylum	X		A,I
Relevant qualification or degree in e.g. product development, design thinking, user experience design, etc.	X		A,I
Skills & Experience for this role	D	E	Assessed
Relevant lived experience of torture or asylum	X		A,I
A proven track record planning, delivering and implementing digital products to support delivery of core organisation aims and objectives With excellent working knowledge of managing and optimising content and user experience through CMS and E-CRM platforms.		X	A,I
Experience in scoping and delivering digital projects and services, and leading requirements discovery, solution design, user story writing, feature development, and user acceptance testing		X	A,I
A curious mindset; taking the initiative to find creative and positive solutions and being accountable for outcomes		X	A,I
Sufficient technical knowledge to critically engage with developers and understand the software the team is building. Experience of managing relationships with agencies		X	A,I,T

Familiarity with CMS, analytics tools and platforms including Drupal, GA4, eCRM tools such as Engaging Networks e-commerce platforms like Shopify.		X	A,I,T
Experience of multi stakeholder project management. Ability to run and facilitate participatory workshops and trainings.		X	A,I,T
Excellent communication skills both written and oral; ability to synthesise complex information into accessible public messaging		X	A,I,T
Proactive, able to work well unsupervised under pressure, to prioritise own workload, and always curious to learn		X	A,I
Digital content creation: Video and photo editing skills		X	A,I
Ability to manage tight deadlines and changing priorities, engendering confidence in own expertise whilst showing willingness to reflect on and learn from the expertise of colleagues across the organisation		X	A,I,T
Strong understanding of conversion rate optimisation, content management, SEO and analytics		X	A,I,T