

## Digital Engagement Platform Delivery Manager

<b>Job Level</b>	Level 4	<b>Job Reference No:</b>	
		<b>Role review date:</b>	
<b>Directorate</b>	Marketing & Fundraising	<b>Function</b>	Digital Engagement
<b>Service</b>	Marketing & Mass Fundraising	<b>Reports to:</b>	Senior Digital Engagement Platform Manager

### Scale and scope of role

<b>Direct reports</b>	-	<b>Indirect reports</b>	-
<b>Budget responsibility/ accountability</b>		<b>Accountable for other resources</b>	

### Context

We help anyone, anywhere in the UK and around the world to get the support they need if crisis strikes: connecting human kindness with human crisis.

We enable vulnerable people in the UK and abroad to prepare for and withstand emergencies in their own communities. And when the crisis is over. We help them to recover and move on with their lives.

We are part of the Red Cross and Red Crescent global humanitarian network.

### Our Values and Principles

Our values (compassionate, courageous, inclusive and dynamic) underpin everything that we do. As a member of the Red Cross and Red Crescent Movement, the British Red Cross is committed to, and bound by, its **fundamental principles**: humanity, impartiality, neutrality, independence, voluntary service, unity and universality.

### Diversity

At the British Red Cross, we are looking for the right people to help us provide support to millions of people affected by crisis. We want our team to reflect the diversity of the communities we serve, offering equal opportunities to everyone regardless of age, disability, gender reassignment, marriage and civil partnerships, pregnancy and maternity, race, religion or belief, sex, or sexual orientation.

Diversity is something we celebrate, and we want you to be able to bring your authentic self to the British Red Cross. We want you to feel that you are in an inclusive environment, and a great position to help us spread the power of kindness.

## Purpose of the role

This role sits in our newly created integrated marketing and fundraising directorate. The vision for the combined directorate is to develop ambitious and audience-focused engagement strategies, which span the full portfolio of BRC's activities from fundraising to social enterprise, volunteering, and operations. We will work together towards a single set of shared goals that enable us to prioritise and maximise opportunities and deliver annual net income growth of £30m p.a. by 2030 and increase the impact of all our marketing.

This role is a specialist role within the Digital Engagement team. The role is responsible for turning the digital engagement products or service vision into reality. The role will work closely with internal resource and third-party developers to ensure business requirements are understood, supplier resources are committed to delivery and projects are kept on track. In addition to delivering specific products, projects and workstreams, the role will be central to building and maintaining the capability of the digital engagement hub to effectively govern, prototype, deliver and run digital engagement products.

## Key responsibilities

### Digital Platforms Delivery

- Manage the end to end delivery of digital projects and associated technology infrastructure change within the digital engagement team
- Build and maintain motivated delivery teams, including third party development resource, making sure there is an iterative plan to work towards
- Drive the Digital Engagement team and web development agencies to work at pace on key projects, ensuring the team are working towards delivery commitments
- Delivery to plan, within agreed quality and cost tolerances, to required deadlines and in line with business requirements

### Project Management

- Plan projects and product enhancements in sufficient detail to ensure integration of all activities and identification of dependencies
- Able to take a continuous approach to planning, forecasting, estimating, managing uncertainty, metrics and measurements, contingency planning and roadmapping
- Able to communicate the plan, planning assumptions and progress to a range of stakeholders
- Ensure a comprehensive budget is prepared, reflecting planning and all resource needs
- Documented plans and roadmaps for delivery of key features across the digital landscape.
- Identification of any constraints and risks that may impact delivery

### Resource Management

- Ensure all necessary cross-functional resources are identified and committed to the delivery plan
- Communicate to ensure that all resources understand their roles and responsibilities
- Direct and motivate the delivery team to achieve the desired results, often using matrix management, and ensure effective communication is maintained throughout the project

- Ensure projects and teams are delivering outcomes to budget and time, facilitating team planning sessions, daily stand-ups, sprint planning and retrospectives
- Ensure effective management of third-party agencies, developers and service providers

### Emergency fundraising

- In the event of an emergency, develop and implement activity to support the appeal to maximise emergency income across a range of media at very short notice.
- Support the delivery of Disasters Emergency Committee appeals.

### Risk management and adherence to standards

- Ensure all activity is compliant with relevant legislation, regulation, codes of conduct, best practice and British Red Cross policies and procedures.

### Team Member

- Actively participates in all team meetings.
- Supports other team members
- Works and behaves in accordance with all BRC policies, procedures and in line with our Values in Action.
- Upholds the fundamental principles of the Red Cross and acts with integrity, in accordance with the Society's values (inclusive, compassionate, courageous and dynamics)

The duties and responsibilities described are not a comprehensive list and additional tasks may be assigned from time to time that are in line with the level of the role.

## Person Specification

Requirements	Evidence obtained through Shortlisting (S), Interview (I), Assessment (A)		
Knowledge and Skills	S	I	A
<b>Essential</b> <ul style="list-style-type: none"> <li>• Agile project management qualification e.g. Scrum</li> <li>• Knowledge of product development life cycle</li> <li>• Knowledge of innovation techniques and digital design principles</li> <li>• Excellent budget management skills</li>   <li>• Strong decision-making and problem-solving skills</li> </ul>	S  S	I  I  I	

<ul style="list-style-type: none"> <li>• Strong collaboration and communication skills including the ability to tell compelling stories and influence decision makers</li> <li>• Knowledge of core marketing and fundraising approaches</li> </ul> <p><b>Desirable</b></p> <ul style="list-style-type: none"> <li>• Working knowledge of the humanitarian sector</li> <li>• An understanding of the application of technology to delivering great audience led approaches (eg. CRM, digital platforms and tools)</li> <li>• Knowledge of the key charity and fundraising sector regulations and compliance requirements</li> </ul>	S		
<b>Experience</b>	<b>S</b>	<b>I</b>	<b>A</b>
<p><b>Essential</b></p> <ul style="list-style-type: none"> <li>• Experience of working closely with product development, digital or innovation teams</li> <li>• Experience of developing strategy objectives and roadmaps</li> <li>• Experience of managing and working with large numbers of stakeholders</li> <li>• Experience in managing budget</li> </ul> <ul style="list-style-type: none"> <li>• Strong experience in creative development including alignment to brand guidelines, tone of voice, and adaptation of assets to audience</li> <li>• Strong experience of using data, insight, measurement, and testing to optimise performance</li> <li>• Strong experience managing internal and external supplier relationships</li> </ul> <p><b>Desirable</b></p> <ul style="list-style-type: none"> <li>• Experience with project managing multiple projects in a large and complex environment (</li> <li>• Experience of working in the not for profit sector</li> <li>• Experience of coaching people</li> <li>• experience in cross-channel communications planning, and campaign planning, execution, and optimisation</li> <li>• experience in creative development including alignment to brand guidelines, tone of voice, and adaptation of assets to audience</li> <li>• experience in cross-channel communications planning, and campaign planning, execution, and optimization</li> <li>• experience in creative development including alignment to brand guidelines, tone of voice, and adaptation of assets to audience</li> </ul>			

Additional requirements			
<b>Essential</b> <ul style="list-style-type: none"> <li>- Ensures inclusive practice, challenges discrimination and promotes diversity in line with our Equality, Diversity and Inclusion (EDI) policy.</li> </ul>			
Values in Action			
<b>Dynamic</b> - We move forward as one team. <ul style="list-style-type: none"> <li>- Every day, we're adapting, innovating and learning.</li> <li>- When the unexpected happens, we are calm, quick and efficient.</li> <li>- We respond smartly, using clear processes and systems.</li> </ul> <b>Compassionate</b> - We stand for kindness. <ul style="list-style-type: none"> <li>- People come first, no matter who or where they are.</li> <li>- We have genuine, open-minded conversations.</li> <li>- Together, we're a united force for good.</li> </ul> <b>Inclusive</b> - We are open to all. <ul style="list-style-type: none"> <li>- We treat each other with dignity and respect.</li> <li>- Every person's uniqueness is valued, supported and celebrated.</li> <li>- Our individual backgrounds and experiences make our organisation stronger.</li> </ul> <b>Courageous</b> - We are bold. <ul style="list-style-type: none"> <li>- We show our strength by doing the right thing.</li> <li>- We aren't scared to test our creative ideas.</li> <li>- As humanitarians, we go the extra mile to help people in crisis</li> </ul>			

We guarantee an interview to disabled candidates (as defined in the 2010 Equality Act), who meet the minimum shortlisting criteria in the advertised person specification and apply under the disability confident scheme.