Job title: Digital Programme Manager

Location: Office-based from one of our national offices with the flexibility to work remotely

Reports to: Head of Digital and Content

Introduction to MS Society

Over 130,000 of us in the UK have multiple sclerosis (MS). It's unpredictable and different for everyone. It's often painful and exhausting, and can cause problems with how we walk, move, see, think and feel. It can make it hard for us to work, and do the things we enjoy. But it doesn't have to be this way.

We're the MS Society – a community of people living with MS, scientists, campaigners, volunteers and fundraisers. We understand what life's like with MS, and we support each other through the highs, lows and everything in between. And we're driving research into more – and better – treatments for everyone. Together, we are strong enough to stop MS.

Purpose:

Oversee the digital and content programme, including leading a team of 4 project, production and technical managers, and overseeing the management of all digital projects (including technical projects, product development and content/marketing projects).

Work with senior stakeholders to develop a rolling digital and content roadmap that supports our strategy, objectives and the needs of our users. Be accountable for the delivery of the programme and ensure all projects are well managed against their time, budget and quality constraints. Ensure all our projects meet our quality standards.

Responsible for our technical systems and infrastructure – including the maintenance, security and risk management of all digital systems and ensuring we constantly have a digital platform that is well managed and compliant with UK law on data and accessibility.

Provide a proactive project function that leads on the gathering of requirements and supports commissioning teams to write briefs that effectively meet the goals of the charity and its users.

Provide oversight of our account management and trafficking function, working collaboratively with all teams to traffic projects of all sizes through the Digital and Content team.

As a key member of the Digital and Content management team, to contribute to the leadership and planning of the department as a whole.

Key relationships:

Internal
The post holder works closely with the Head of Digital and Content and wider digital team, as well as with key heads of team and directors from across the organisation, including volunteering, support and services, information, research, fundraising and our Executive Group.

External
The post holder works closely with a number of agencies including our web development agency, external developers, freelancers and content production suppliers.

Key accountabilities:

The Digital Platform and Programme Manager will support delivery of our digital and content strategies and the digital implementation of all organisational strategies, through:
1. Business plan implementation (50%)
2. Line management and leadership (25%)
3. Financial and risk management (25%)

General

Detailed responsibilities:

1. **Business plan implementation: (50%)**
   - Lead on the development of our digital and content roadmap, working with senior stakeholders across our leadership group to enable the

organisation to deliver a series of projects and campaigns that drive maximum impact for the organisation.

- Work collaboratively with colleagues and our digital agency to accurately scope digital solutions, researching best answers, platforms, tools and technology to meet the organisation's objectives through workshops and user testing.
- Ensure all digital project delivery is done to a clear, well defined project management process that ensures we consistently deliver projects which are of a high-quality.
- Oversee the development of appropriate documentation to initiate a successful, well-scoped and estimated project with measurable success criteria.
- Oversee the trafficking of all projects, small and large across the team
- Run the digital programme, ensuring that:
    - We deliver the projects within the constraints set by the organisation and that adequate, quality documentation is maintained for each project.
    - Ensure that all of our digital projects work to our guiding principles – being user led, iterative and optimised.
    - Escalate risk clearly and quickly
    - Manage resourcing within the team as timelines shift and within overall agreed resource allocations
    - Ensure scope changes are clearly documented with the impact communicated and agreed with senior stakeholders
    - Review projects at clear 'gates' within the project and escalate to the Digital Governance Group projects where significant changes have occurred to time, quality, budget or KPIs.
    - Ensure adequate testing plans are in place/completed before projects are turned live.
    - Ensure projects are closed and evaluated effectively.
    - The programme GANTT is constantly up-to-date so that the Digital Board and senior stakeholders are always able to see a snapshot of the programme's performance.
    - Maintain an updated programme RAID log.
    - Provide monthly reports on the programme.
    - Ensure all project budgets are managed effectively and escalate any overspends quickly.

- Keep our project management methodology, risk management and evaluation procedures under review. Offer suggestions for process

improvement which maintain or improve process quality and performance.

- Work with your team to ensure that we have adequate resource allocated to large and small projects and can reassign as timelines shift. Ensure progress and process is transparent to stakeholders throughout the lifespan of the project.
- Support commissioning teams and digital project managers to ensure projects meet consistent quality standards including across UX, marketing and technical specification.
- Run workshops, discovery and requirement gathering sessions to ensure projects meet goals.
- Use your expertise and experience to help us develop our project management methodology and expand the team's knowledge of best practice in digital product development, regularly reviewing and improving processes to create efficiencies. Where colleagues are new to project management, support and mentor them to be able to play an active role.

2. Line management and leadership: (25%)

- Lead the digital programme and platform management as a whole, providing strategic leadership to the setting and implementation of our digital and content roadmap.
- Manage a team of 4 project, production and technical managers, working with them to continually improve our service to internal clients and to our users.
- Be a spokesperson for the Digital and Content team, representing our approach, performance and strategic direction at a programme board level.

3. Budget and risk management: (25%)

- Oversee all digital risk across our digital infrastructure, including cyber security, regular patching/software updates and that our data is securely held and compliant with GDPR.
- Oversee the risk management of all digital and content projects, feeding into the overarching digital and content risk register and reporting.
- Escalate any risks, upgrades or security issues to the Head of Digital and Content, and put action plans in place to mitigate risks identified.
- Work with our digital agency and IT department to run regular pen tests and vulnerability scans across all of our infrastructure.

- Oversee the digital programme budget, ensuring all projects are delivered to budget.

General
- Keep abreast of digital technology and trends to understand the development process (front and back end and server infrastructure) so that fresh opportunities to improve our communications are spotted.
- Collate and circulate regular project status updates for digital team and bi-weekly updates for the senior management team regarding the status of all current projects. Regularly run workshops, lunch and learns and blog posts to keep the organisation updated on our digital and content projects.

Person specification:
In addition to demonstrating our core MS Society competencies that are listed at the end of this job description, the role requires knowledge and skills in the areas of:

Qualifications
Essential
- A relevant, recognised professional qualification or professional experience equivalent.
- Evidence of continuous professional development.

Experience
Essential
- Experience of running a programme of digital projects and managing a team of project managers.
- Experience of using a clearly defined digital project management methodology (eg. Waterfall or Agile).
- Proven of managing a programme budget.
- Proven experience of agency management including successful resolution of challenges within projects.
- Good understanding of the web development process.
- Experience of developing large-scale public-facing digital projects.
- Experience of digital technology and infrastructure including the management of hosting, bug fixes and security.
- Experience of running major campaigns and/or appeals.
- Production and content management experience, including trafficking work and overseeing the procurement of external suppliers.

- Track record of delivering successful, public-facing, end-to-end digital projects either agency or client-side.

Desirable
- Experience of working for a charity

Knowledge and skills
Essential
- Highly organised, with meticulous planning skills and attention to detail.
- Effective team worker, skilled at fostering effective relationships with internal clients, non- technical stakeholders and agency providers.
- Commitment to the delivery of high-quality and professional working relationships whilst maintaining standards and being firm when required.
- Results and delivery focussed – keen to ensure challenges are rapidly overcome and minor matters do not stand in the way of effective progress.
- Creative energy, with a keen interest in technology and innovation.
- Driven problem solver, decisive when action needed to steer a project.
- Solid understanding of web development processes and technologies.
- Proven experience of a range of Project Management tools and techniques.
- Comfortable managing multiple projects at the same time with a pro-active and flexible approach to work.
- Effective when juggling priorities and able to work under time pressure and strict deadlines.
- Skilled at planning and running workshops to meet goals, including gathering requirements, developing project and campaign strategy, running full discovery phases and evaluation.
- Good understanding of UX and accessibility.
- Leadership, negotiating and influencing skills are required.

Desirable
- Able to mentor colleagues in digital project management and support them in their contributions to the overall digital roadmap.

Employment terms:

Grade: **H1**

MS Society Core Competencies

June 2020

Competence	Descriptor: behaviours that can be observed	Linked to BEAT values
Fosters co-production	Acts with and for the MS Community, seeking the expertise of people living with MS to co-produce services and solutions. As a team manager, supports individuals to deepen their knowledge and understanding of the MS Community, sharing their own experience and examples of doing so.	**Together** **Expert**
Open to change and innovation	Challenges the status quo to find new and better ways of working, adapting and responding to change and learning from failure. As a team manager, supports and motivates team to try new things, pursue innovation that leads to better organisational outcomes, and share lessons from failures.	**Bold** **Ambitious**
Sound decisions	Makes timely decisions with appropriate information, balancing evidence and insight with appropriate risk assessment and action. As a team manager, makes and acts upon clear, transparent and timely decisions even in challenging circumstances, encouraging robust dialogue around assumptions and outcomes.	**Ambitious** **Expert**
Collaborative working	Invests time and energy to establish trust and build positive working relationships with individuals and teams across the organisation.	**Together**

	As a team manager, actively enables learning and working as a team, supporting the work of other teams and creating opportunities for cross organisational working.		
Effective Communication	Demonstrates active listening skills and communicates clearly and succinctly in a range of formats, tailoring messages to audiences as appropriate. As a team manager, engages team through seeking feedback, listening and responding to different viewpoints while ensuring everyone is clear about key messages, role expectations and organisational goals.	**Together** **Expert**
Outcome focussed	Focuses on impact and the priorities, resources and deliverables needed to achieve desired outcomes. As a team manager, maintains focus on successful outcomes rather than hours worked, empowering and trusting people to be responsible and accountable for their work.	**Bold** **Together**
Inclusivity	Treats people fairly and respectfully regardless of background, role or status, seeking to understand and incorporate different values and viewpoints into decisions and work. As a team manager, promotes an inclusive culture that recognises and values what each individual brings to the team, ensuring reasonable adjustments are put in place to support this.	**Together**
Accountability	Takes responsibility for work and personal actions; delivers on commitments, indicating where work is behind and help is needed, and acknowledges and learns from mistakes.	**Bold** **Expert** **Ambitious** **Together**

	As a team manager, sets and communicates clear expectations for self and others, speaks up and appropriately challenges when things aren't working and addresses problems quickly and transparently.	
Tech Savvy	Embraces rapidly changing technology solutions, and understands how technology improves delivery of goals and drives efficiency and effectiveness. As a team manager, creates opportunities to explore and learn about the changing technology environment, apply learning and champion digital innovation.	**Bold** **Ambitious**