

Senior Digital Engagement Platform Manager

Job Level	Level 5	Job Reference No:	
		Role review date:	
Directorate	Marketing & Fundraising	Function	Digital Engagement
Service	Marketing & Mass Fundraising	Reports to:	Head of Digital Engagement

Scale and scope of role

Direct reports	Up to 3	Indirect reports	-
Budget responsibility/ accountability	Up to 500k	Accountable for other resources	GA, GTM

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. This role is responsible for the web development of in-scope digital engagement products within the British Red Cross's digital estate, with a particular focus on income generation platforms. The role is responsible for the digital products web development throughout the lifecycle, from concept, to launch, to continuous improvement, including the product backlog and incidents management, with the aim to drive forward improvements and iterations to existing products as well as the development of new ones. Working closely with other Senior Digital Managers in the team, the role is responsible for developing a strategic web development roadmap that maximises online income and engagement opportunities and create a robust portfolio of digital engagement platforms. The role is also responsible for the management and improvement of BRC GTM and GA Accounts and accountable for correct implementations of tracking pixels and cookies banners.

Key responsibilities

Cross-organisational collaboration

- Work alongside strategy & portfolio planning team and peers in contributing to the development and delivery of a top-level strategic plan and communications plan.
- Role model the spirit of collaboration and build constructive, mutually beneficial relationships with relevant teams in and out of the M&F directorate in co-developing outcome-based marketing activities.
- Be a champion of the customer, using user research, testing, insight and analysis to embed understanding of audience needs into everything we do.
- Have a test and learn mentality ensuring honesty and openness in mistakes but also ensuring that learnings are embedded in future planning and delivery.

Campaign planning and delivery

- Work alongside peers in defining the marketing activities required to make the shared strategic plan and communications plan a reality.
- Ensure all campaigns and activities are strategically led, ensuring excellent priority audience understanding is embedded in all campaign development.
- Ensure all campaign metrics and performance ladders up to our shared measurement framework.
- Ensure learnings are built into onward campaign planning and delivery through accurate reporting.
- Act as a mentor to team members at all levels regarding your specialism.

Digital Engagement Platform Development

- Responsible for developing and communicating strategic roadmap for in-scope digital engagement platforms, coordinating web development sprint and backlog and working closely with broader digital teams and other Senior Digital Managers
- Responsible for expanding digital engagement platforms portfolio, developing new digital platforms or introducing new functionalities in existing ones
- In collaboration with other Senior Digital Managers, responsible for capturing and translating user needs into deliverables and defining the minimum viable product and making recommendations about priorities for web development
- Develops and implements testing, piloting, launch, rollout and on-going evaluation plans for existing and new digital engagement platforms and giving mechanisms, ensuring product development is informed by insight and robust evidence
- Responsible for the overall relationship with web development agencies, monitoring the products budget and plan, making recommendations on spend and budget requirements for optimum product value realisation
- Work with stakeholders to set measurable goals for product(s) and use them to report on progress and inform future iterations
- Responsible for the operational process of designing and running a successful product or service throughout its entire life cycle, including overcoming any operational constraints and manage external digital product and service providers.
- Responsible for planning and operationalising the stages of new products or functionalities for BRC digital engagement products
- Works alongside the broader digital product management team and digital product lead to ensure robust governance for product development and management
- Accountable for incidents and risks management, working with the necessary stakeholders
- Maintain a full product life cycle perspective, and work to balance short-term achievements with long-term goals

Digital Engagement platform compliance

- Accountable for the well documentation of relevant operations, ensuring documentation gaps are identified and resolved
- Accountable for platforms resilience, supporting the Digital Engagement Platforms Manager in minimizing unnecessary downtime. Ensure appropriate disaster recovery processes are in place.
- Proactively monitor vulnerabilities, and work with internal stakeholders on security testing.
- Run regular accessibility audits and, in collaboration with other stakeholders, develop web development plan for resolving gaps and improve platforms performances

Digital Engagement Tracking & Analytics

- Responsible for managing BRC GA Account, in collaboration with relevant stakeholders, ensuring the account is updated and optimised with latest changes
- Support marketing and fundraising teams with GA requests, providing data and insights to inform decisions
- Responsible for BRC GTM structure and management, including access and changes
- Accountable for correct implementation of tracking pixels and set-up on all main digital engagement platforms
- Responsible for correct implementation of cookies banner on digital engagement platforms

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.

Leadership Behaviours

- Authentic, consistent and honest leader.
- Actively listens and allows others to be heard.
- Adaptable to changing needs, pressures and opportunities
- Empowers others based on their skills and expertise.
- Dynamic, inclusive, compassionate and courageous.

Team Leader

- All team members understand their responsibilities and objectives.
- All resources involving staff are managed in accordance with BRC policies and procedures.
- All staff are kept informed of all relevant organisational plans and updates on development.
- Team ideas and comments are communicated and forwarded appropriately.

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
Essential			
<ul style="list-style-type: none"> • Strong understanding of user stories, acceptance criteria and basic understanding of how user acceptance testing (UAT) works 	S	I	
<ul style="list-style-type: none"> • Excellent understanding of how web development works and ability to create and implement strategic roadmap 	S	I	
<ul style="list-style-type: none"> • Strong knowledge of Google web tools (GA4, GTM) and strong tracking understanding and ability to interrogate and present data 	S	I	
<ul style="list-style-type: none"> • Strong analytics skills and ability to produce high standards reporting 		I	
<ul style="list-style-type: none"> • Strong knowledge of front and backend development 		I	
<ul style="list-style-type: none"> • Proven project leadership and management skills delivering business cases for complex digital products and implementing them on time and on budget with a strong knowledge of all the relevant web KPIs 		I	
<ul style="list-style-type: none"> • Strong knowledge of CMS management 		I	
<ul style="list-style-type: none"> • Good knowledge of HTML, CSS, and Javascript 		I	
<ul style="list-style-type: none"> • Strong understanding of platform compliance and incident management 		I	
<ul style="list-style-type: none"> • Strong decision-making and problem-solving skills 		I	
<ul style="list-style-type: none"> • Strong collaboration and communication skills including the ability to tell compelling stories and influence decision makers 		I	
Desirable			
<ul style="list-style-type: none"> • Broad understanding of online experience techniques and principles, including CRO and UX 	S	I	
<ul style="list-style-type: none"> • Understanding on how data legislation, (GDPR) impacts online marketing and retargeting 		I	
<ul style="list-style-type: none"> • Good knowledge of audience strategy and segmentation 		I	
<ul style="list-style-type: none"> • Agency management • Proven successful web leadership experience in an international organisation 		I	
<ul style="list-style-type: none"> • An understanding of the application of technology to delivering great audience led approaches (eg. CRM, digital platforms and tools) 		I	
<ul style="list-style-type: none"> • Knowledge of the key charity and fundraising sector regulations and compliance requirements 		I	

Experience	S	I	A
Essential <ul style="list-style-type: none"> Proven experience delivering high-quality, impact driven web products targeting a range of audiences Proven experience in developing and implementing web development roadmap for digital platforms Proven experience in coordinating web development backlog and incident management Working in digital delivery / product management Working in agile, cross-functional teams and managing a changing backlog Working with multiple internal and external stakeholders Using insight and data to inform decisions Experience with GA, GTM and tracking pixels implementation <ul style="list-style-type: none"> Strong experience of using data, insight, measurement, and testing to optimise performance Strong experience managing internal and external supplier relationships 	 	 	
Desirable <ul style="list-style-type: none"> Experience with project managing multiple projects in a large and complex environment Experience of working in the not for profit sector Experience of working in an outcome driven environment 		 	
Additional requirements			
Essential <ul style="list-style-type: none"> Ensures inclusive practice, challenges discrimination and promotes diversity in line with our Equality, Diversity and Inclusion (EDI) policy. 			
Values in Action			
Dynamic - We move forward as one team. <ul style="list-style-type: none"> Every day, we're adapting, innovating and learning. When the unexpected happens, we are calm, quick and efficient. We respond smartly, using clear processes and systems. 			
Compassionate - We stand for kindness. <ul style="list-style-type: none"> People come first, no matter who or where they are. We have genuine, open-minded conversations. Together, we're a united force for good. 			

<p>Inclusive - We are open to all.</p> <ul style="list-style-type: none"> - We treat each other with dignity and respect. - Every person's uniqueness is valued, supported and celebrated. - Our individual backgrounds and experiences make our organisation stronger. <p>Courageous - We are bold.</p> <ul style="list-style-type: none"> - We show our strength by doing the right thing. - We aren't scared to test our creative ideas. - As humanitarians, we go the extra mile to help people in crisis 		
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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.