

Digital Engagement Platform Manager

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

Scale and scope of role

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

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 managing digital engagement platforms, ensuring that the organisation and its service users, supporters and beneficiaries are getting maximum value from the platforms. This role works with business units across the British Red Cross to gather requirements and scope enhancements to the platform that will better enable the online products. This role is responsible for the day-to-day web development activities, including backlog and incident management, for the platforms that they manage.

Key responsibilities

Digital Engagement Platform Management

- Responsible for managing the development backlog for in-scope digital engagement platforms, in collaboration with appropriate stakeholders and organisational priorities
- Responsible for managing incidents for in-scope digital engagement platforms, in collaboration with appropriate stakeholders
- Work with stakeholders to map out user stories, and chunk into change requests. Ensure that change requests meet the definition of ready before they are progressed (e.g. include clear acceptance criteria).
- Manage the day to day relationship with the web development resource, ensuring tasks are completed on time and internal stakeholders are updated
- Regularly communicate with stakeholders and platform users about the platform roadmap, ensuring the value of new platform improvements is understood and identifying new opportunities
- Lead the release planning, and set expectation for delivery of new functionalities.
- Provide an active role in mitigating impediments impacting successful team completion of Release/Sprint Goals, and ensure risks are appropriately managed/escalated

Digital Engagement platform compliance

- Ensure that relevant operations are well-documented. Identify and fill documentation gaps.
- Ensure platforms are resilient. Minimize unnecessary downtime. Ensure appropriate disaster recovery processes are in place.
- Proactively monitor vulnerabilities, and work with internal stakeholders on security testing.

Other Responsibilities

- Support with the day-to-day management of tracking pixels using Google Tag Manager and Support on implementing Google Tag Manager on new websites.

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
<p>Essential</p> <ul style="list-style-type: none"> • Understanding of user stories, acceptance criteria and basic understanding of how user acceptance testing (UAT) works • Good understanding of how web development works • Interpersonal, negotiation and assertiveness skills needed to work with other teams to translate their long- and short-term needs into useful outputs. • Highly organised with the ability to track multiple deadlines and manage a smooth workflow • Understanding of tracking pixels, GTM and analytics • Strong knowledge of front and backend development practices • Strong knowledge of CMS management • Moderate knowledge of HTML, CSS, and Javascript • Strong decision-making and problem-solving skills • Strong collaboration and communication skills including the ability to tell compelling stories and influence decision makers • Knowledge of core marketing and fundraising approaches <p>Desirable</p> <ul style="list-style-type: none"> • Good understanding of best practice in creating supporter journeys • Experience reporting results to a different range of stakeholders • Working knowledge of the humanitarian sector • Knowledge of the key charity and fundraising sector regulations and compliance requirements 	<p>S</p> <p>S</p> <p>S</p> <p>S</p> <p>S</p>	<p>I</p> <p>I</p> <p>I</p> <p>I</p> <p>I</p> <p>I</p> <p>I</p> <p>I</p> <p>I</p> <p>I</p> <p>I</p> <p>I</p>	
Experience	S	I	A
<p>Essential</p> <ul style="list-style-type: none"> • Proven experience delivering high-quality, impact driven web products targeting a range of audiences • Working in digital delivery / product management • Agency management 		<p>I</p> <p>I</p> <p>I</p>	

<ul style="list-style-type: none"> • Working in agile, cross-functional teams and managing a changing backlog • Experience of running UAT • Experience in web development, preferably within digital fundraising <ul style="list-style-type: none"> • Strong experience of using data, insight, measurement, and testing to optimise performance (A) • Strong experience managing internal and external supplier relationships (I) <p>Desirable</p> <ul style="list-style-type: none"> • Experience with project managing multiple projects in a large and complex environment (I) • Experience of working in the not for profit sector • Experience of working in an outcome driven environment 		 	
Additional requirements			
<p>Essential</p> <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			
<p>Dynamic - We move forward as one team.</p> <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. <p>Compassionate - We stand for kindness.</p> <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 			

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.