

Job Level	4	Job Reference No:	
		Role Review Date	09/11/2021
Directorate	Crisis Response Community Resilience	Function	Community Education/ Digital products
Service	Community Education/Digital	Reports to	Senior Product Manager

Scale and scope of role

Direct Reports	0	Indirect reports	0
Budgetary responsibility/ accountability	N/A	Accountable for other resources	0

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 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 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.

Purpose of the role

The Digital Product Specialist will work closely with Community Education product managers, you will explore and identify where new and emerging digital learning opportunities could support Community Education to fulfil their strategy. You will work closely with the product managers, product team and internal stakeholders including technology teams to experiment and develop prioritised digital learning opportunities. You will support the hosting, maintenance and continual development of existing digital products and platforms. In addition, you may work alongside the wider Technology teams to evolve and embed a standardised approach to digital product development, hosting and maintenance at the British Red Cross, supporting continual discovery and incremental improvements.

Key Responsibilities

Engagement

- Collaborate with Product Managers and internal stakeholders aligning Community Education digital product & digital platform roadmaps with Community Education product and strategic direction.

- Bringing relevant insight back into the squad and feeding squad requirements into digital product & platform roadmaps
- Work with internal technology teams to gain access to specialist skills as needed, e.g. UX/design, user research, performance analysis, engineering etc
- Lead on the delivery of digital work with external (to the squad) teams, defining requirements and signing off on quality
- Support the squad driving maturity in using tools (e.g. Google Analytics, LMS, Teams Webinars etc.) as an in-team specialist
- Translate technical information to clearly inform & ensure understanding amongst squad members and internal stakeholders.

User Focus

- Optimise user experience across digital products within squad portfolio, with a particular focus on accessibility
- Support user research for new and existing digital products ensuring insights are embedded into the product roadmap and continuous improvement backlog.
- Lead on user testing of digital products, feeding insights back into the squad

Technology generalist

- Research, design and recommend solutions to achieve squad goals, with a focus on maximising value from British Red Cross existing software catalogue.
- Identify opportunities for improvement of the processes and usage of British Red Cross digital tools within the squad
- Proactively and independently develop expertise with new software tools

Ways of working

- Advocate and champion the pragmatic implementation of agile principles in squad work practices

Analysis

- Develop consistent evaluation and reporting processes for performance of digital products against KPIs
- Analyse and then produce reports and recommendations for stakeholders (e.g. Data Studio dashboards, scorecards) based on data from multiple sources

Team Member

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

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.

Pre- engagement checks

Criminal Records

Type of criminal record checks required for this role

England and Wales - Disclosure and Baring Service Check (DBS)
> None
Scotland
> None
Northern Ireland
> None

Drivers Checks

> Required No

International Roles only

If you have been living outside of the UK we will request international police checks in lieu of a UK Criminal Record Check.

> International Police Check		No
> International Driving License for manual cars		No

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 partnership, 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.

Person Specification

		Requirement	Evidence obtained through Shortlisting (S) Interview (I) or Assessment (A)		
			S	I	A
Knowledge and Skills	Essential	<ul style="list-style-type: none"> Product management, Agile, and digital delivery methodologies Best practice in UX and UI Website design, planning and development Managing external suppliers to deliver scope of work on time and on budget Excellent analytical skills Data analysis and visualisation tools such as Google Analytics, PowerBI and Looker Studio Excellent written and oral communication skills 	X	X	
	Desirable	<ul style="list-style-type: none"> Umbraco and Wordpress CMS Learning management systems and digital learning tools such as Moodle, Articulate, Teams / Zoom webinars User research and user testing best practice and tools UX prototyping tools such as Figma Email marketing & marketing automation software Data protection, information security and governance Voice and mobile apps 	X X		
Experience	Essential	<ul style="list-style-type: none"> Working in digital delivery / product management Working in agile, cross-functional teams Working with multiple internal and external stakeholders Using insight and data to inform decisions Using digital analytics software such (e.g. Google Analytics, HotJar) 	X	X	
	Desirable	<ul style="list-style-type: none"> Working in the not for profit sector Working in an outcome driven environment Delivering mobile application and bespoke web solutions Leading on user experience research, testing and design. 	X X		

Behaviours	<p>Seeking Insight – Investigates and analyses information</p> <ul style="list-style-type: none"> • Gathers evidence to build the case for change or resolve issues by analysing relevant information and identifying connections • Investigates problems or situations beyond routine questioning • Finds those closest to the issue and investigates further <p>Working Collaboratively – Pro-actively builds collaborative relationships internally and externally.</p> <ul style="list-style-type: none"> • Takes the time to be curious, gets to know others and their perspective, formally and informally • Manages relationships and partnerships for the long term – sharing insights, building trust, constructively and openly tackling conflict in order to agree solutions • Helps others to understand the common ground <p>Communicating and influencing – Takes multiple steps to communicate and influence.</p> <ul style="list-style-type: none"> • Uses appropriate British Red Cross communication tools and channels to deliver multiple messages to a range of stakeholders, clearly and effectively • Influences others using compelling, well thought through arguments to build support and engagement • Provides explanations, raises awareness of issues and sends consistent messages in order to support progress <p>Solution focused – Sees multiple connections</p> <ul style="list-style-type: none"> • Defines the desired outcome by breaking the situation down into component parts • Identifies trends and questions inconsistencies in information/data • Anticipates obstacles, thinks ahead about next steps and contingencies • Uses a range of methods to identify solutions and make decisions, involving others where appropriate 							
	Additional requirements	<table border="1"> <tr> <td>Essential</td> <td> <ul style="list-style-type: none"> • Ensures inclusive practice and promotes diversity </td> <td>Interview</td> </tr> <tr> <td>Desirable</td> <td></td> <td></td> </tr> </table>	Essential	<ul style="list-style-type: none"> • Ensures inclusive practice and promotes diversity 	Interview	Desirable		
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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.