<div align="center">**Job Description**</div>

Digital Transformation Project Manager (FTC)

BookTrust

BookTrust is the UK's largest children's reading charity. We know that children who read are happier, healthier, more empathetic, and more creative. They also do better at school.

Working with every local authority and across every region in the country, and supported by Arts Council funding, we reach over 3 million families a year via partners in schools, children's centres, health visitors and libraries. This incredible network helps us to get children reading across the country.

This is an exciting time to join BookTrust – our strategy https://www.booktrust.org.uk/about-us/strategy/ sets out a new focus prioritising work that supports families in greatest need. We are ambitious about designing and developing our services and content to reach more children, particularly children who are disadvantaged.

Job purpose

BookTrust has evolved in recent years, with this new strategic focus, to better meet the needs of our users, delivery partners, supporters and colleagues. We now have the opportunity to re-imagine our website offer in line with these developments and as such we are investing in a full redesign and redevelopment of www.booktrust.org.uk. At the same time, we want to find new ways of using digital technologies to further support and enhance our work and increase our impact – working towards a wider digital transformation at the charity.

This role is key to supporting the Head of Digital and wider Digital team with:

- day-to-day project management of the website revamp
- exploring and experimenting with new uses of digital to support our delivery partners and end users
- digital upskilling and staff development to help all BookTrust staff use digital and social media to deliver their work and amplify the charity's messages.

The role is in our Digital team, which reports to the Chief Operating Officer, but since the website encompasses all aspects of our work from service delivery and information provision to PR and fundraising, this role works collaboratively with all teams.

Initially the role will help the team research, redesign and redevelop the website, looking to relaunch in early 2025. This role would work as part of the team with key stakeholders to agree requirements, set success metrics and keep colleagues informed and engaged throughout the project – and in some cases upskill and support them to take more hands-on responsibilities with website content creation and governance as part of a decentralised approach.

Alongside this you would contribute to the Digital team's work leading on exploring new digital tools and services, or new uses for existing ones, to support our services, information, fundraising and public awareness.

This is very much a hands-on role, managing activities and relationships within the project team and wider organisation as well as external suppliers and users, working from discovery and initial conception through to completion, including coordinating research, planning,

scheduling and overseeing design, development, testing and implementation, followed by analytics, testing and reporting to feed into evaluation and future developments.

We don't work in a purely Agile way but we keep to many of the principles and work very closely with the Research & Impact and Design & Innovation teams, who also follow a similar iterative, test-and-learn methodology.

You would work as a senior member of the team, reporting to the Head of Digital, alongside a UX designer, an analyst and a content designer.

All of this involves excellent people skills, working with a range of people including staff at all levels of the charity, families, partners who deliver our services, authors, funders and other supporters.

This post holder will report to: Head of Digital

Location: This post is based in our London office in Battersea. BookTrust is a hybrid working organisation with eight face-to-face days each month. There's an additional requirement for occasional UK travel to engage with our users, partners and beneficiaries across the country and to connect with colleagues in our other hub locations.

Contract: Full-time, 12 Month's Fixed-term contract

Key responsibilities

1. Day-to-day responsibility for managing the project to redevelop the BookTrust website, within the Digital team. Understand digital audiences, support our user research and help in the development of user experiences for them to engage with our work, including service delivery, information provision, and raising awareness and funds.
2. Work with colleagues, especially the Content and Design & Innovation teams, and stakeholders to discover, refine and communicate internal and external user requirements to feed into comprehensive user stories and make data-led decisions based on user and organisational needs, working with the Head of Digital to create and deliver a development plan for our website and related platforms.
3. Manage the delivery of workstreams with our digital agency partner, including discovery and initial conception through to completion including scoping, planning, scheduling and overseeing design, development, testing, implementation, evaluation and reporting.
4. Provide technical expertise, ideas and recommendations on wider digital developments and integrations to stakeholders, communicating options in an accessible and inclusive manner.
5. Set digital project KPIs and work with colleagues to track, report and evaluate outcomes and impact - reviewing, testing and optimising throughout.
6. Support the development of digital expertise of other colleagues (of a range of digital literacy), training them to use the website content management system and to be aware of digital opportunities to increase impact in their service and content design.
7. Build trust and open communications with internal stakeholders through regular updates on project resourcing, progress, risks and mitigations.

PERSON SPECIFICATION

CRITERIA	E/D
Knowledge	
a. Strong project management skills.	E
b. Deep understanding of digital tools and infrastructure such as content management systems (CMSes), forms and APIs.	E
c. User-centred design and development methodologies such as Agile.	E
d. Familiarity with setting, monitoring and reporting measurable product performance and impact targets.	E
e. Confidence working with project management tools.	E
f. Flexibility to tailor approach and outcomes depending on the audience.	E
g. Project managing design and delivery of headless CMS solutions.	D
Experience	
a. Managing and delivering cross functional digital projects	E
b. Digital project and supplier management experience, coupled with a passion for evolving and shaping high-quality, accessible digital products.	E
c. Supporting user research and testing activities, in-person and remote.	E
d. Presenting findings and actionable recommendations to stakeholder groups, both in written/visual media and in person.	E
e. Creating, maintaining and prioritising product backlogs/pipelines to direct the work of developers, agencies and freelancers.	E
f. Working with stakeholders of varying levels of digital literacy to communicate design plans, progress and outcomes – and able to advise, influence and challenge constructively.	E
g. Budget and resource management.	E
h. Testing across digital platforms, including usability and user acceptance.	E
i. Working collaboratively, within your own team but equally in cross-functional project teams.	E
j. Supporting the design and delivery of training to upskill colleagues in areas such as website content management and related digital skills.	D
k. Understanding of UX and prototyping tools, trends and developments.	D
l. Reporting on project progress to external funding bodies at project milestones, against agreed funding criteria.	D
Skills and Attributes	
a. Ability to quickly get to know an organisation, its activities and the aims of the project to manage within it.	E
b. Highly organised approach to planning and work - able to work individually and as part of a team, keep stakeholders informed and meet deadlines.	E
c. Confident decision maker with the ability to lead and influence the direction and outcomes of a digital project that has a diverse range of stakeholders.	
d. Enthusiasm for sharing learning and training others to increase their skills and confidence in using digital to support their work and increase efficiency and impact.	E
e. Collaboration and ability to work with colleagues, stakeholders and participants within and outside the charity and at different levels.	E
f. Excellent oral and written communication skills.	E
	E

E = essential criteria   **D = desirable criteria**

Terms and Conditions

- Salary: £ 45,000—50,000 pa depending on experience
- 28 days' holiday, plus public holidays
- Pension scheme – 7% employer contribution
- 3 x salary life assurance
- Employee Assistance Programme
- Season Ticket Loan Scheme
- Flexible working scheme

Want to join us? Find out more about who we are at: https://www.booktrust.org.uk/about-us/work-at-booktrust/

To apply, you must submit your CV and attach a covering letter of no more than two pages outlining your suitability in relation to the person specification.

<u>Our Commitment to Diversity and Inclusivity</u>

We aim to provide an inclusive recruitment process and actively welcome applications from diverse talent pools: BAME candidates, candidates with disabilities and long-term conditions and candidates from underrepresented communities.

We are committed to equality of opportunity and want to ensure we have an accessible application process for all candidates. If you need any reasonable adjustments or would like us to do anything differently during the application process, please contact our HR team on HR@booktrust.org.uk or 020 7801 8855/8856 to discuss your requirements further.

BookTrust is committed to safeguarding and promoting the welfare of children. The recruitment and selection process reflect our commitment to safeguarding therefore, the suitability of all prospective employees will be assessed during the recruitment process in line with this commitment, and pre-employment checks.