

## Digital Manager

### The Successful Applicant:

We are looking for someone who can work collaboratively and creatively to create and manage high quality digital services, who can join the charity as we develop and deliver a new website in line with our content strategy. We need someone who is committed to using digital to enable people to make informed choices about their care and treatment, and to influence and prompt culture change in end-of-life care. We need someone who is interested in putting the user first and can identify digital best practice both within the charity sector and beyond and who can then apply this to a small charity.

### The Charity:

Compassion in Dying supports people to prepare for the end of life: how to talk about it, plan for it and record their wishes. We have supported more than 70,000 people to consider and record their wishes through our nurse-led information line, digital services and community engagement work.

We know that considering what you want, and recording those wishes, reduces unwanted and invasive treatments being given at the end of life, reduces unnecessary hospital admissions, and makes it more likely that people will receive care aligned with their priorities and goals.

Compassion in Dying is committed to being an equal opportunities employer and we welcome applications regardless of race, religion and belief, age, gender or gender identity, sexual orientation, disability and marital status.

### Our sister organisation:

Compassion in Dying was founded by the membership and campaigning organisation Dignity in Dying in 2007. The two are sister organisations, and share a desire to see individual choice at the heart of end-of-life decision making.

<b>Reports To:</b>	Director of Fundraising and Marketing
<b>Hours:</b>	Full time (35 hours per week), Monday – Friday
<b>Contract:</b>	Permanent (subject to 6 month probationary period)
<b>Salary:</b>	£41,129
<b>Direct Reports:</b>	None
<b>Budget Responsibility:</b>	None
<b>Main Place of Work:</b>	We operate a hybrid model of working from 181 Oxford Street (3 <sup>rd</sup> Floor), London, W1D 2JT combined with home working.

The office building has a small lift which is only accessible from 1st floor landing. There may be a mix of office and home working, depending on government guidance at the time. We operate a flexible working policy but expect staff to attend the office once a week as a minimum and to ensure they are present for key meetings and events.

### Key Responsibilities:

- Work closely with the Information Strategy and Development Manager to develop and manage a roadmap for creating and delivering content and digital services.

- Act as product manager for our websites, planning against long-term objectives, and understanding and addressing user needs.
- Share and amplify the stories of the people we support to influence change in the sector, including via our blog and social media channels.
- Work in the open to influence external stakeholders and demonstrate the value of our person centred-approach.
- Manage the day-to-day operations of our digital services - the Compassion in Dying website and the MyDecisions service.
- Manage the ticketing system to provide customer service and technical support to users of our MyDecisions service.
- Develop the charity's understanding of our audiences and how they interact with us through digital channels. Use that insight to improve what we offer.
- Own and manage reporting dashboards to share insight with colleagues and determine areas for improvement that is driven by data and centred around user needs.
- Working with colleagues across the charity to ensure we provide a joined up service.
- Work with the Director of Fundraising and Marketing to develop and maintain a strategic approach to digital. Maintain a strategic focus on enabling people to make informed choices about their care and treatment, and to influence and prompt culture change in end-of-life care.

**Skills and experience:**

- Considerable experience working on multiple digital products including websites, preferably within a non-profit context
- Managing relationships with digital agencies and internal stakeholders
- A varied digital skill set, ideally including user research, content design, product management, and search engine optimisation
- Experience of working out loud, writing blog posts, engaging on social media and contributing to communities of interest or practice in your field

**Knowledge and qualifications:**

- A good understanding of the technology involved in delivering digital services and experience with content management systems
- A strong understanding of content strategy and content design and an ability to explain the process and bring other staff and stakeholders along in the process
- A good understanding of Google Analytics
- An awareness of agile ways of working
- A good understanding of user centred design and UX principles

**Abilities and attributes:**

- Demonstrate empathy for the people we support and their needs and advocate for them
- Passionate about what digital enables for charities and able to bring an enthusiastic and pragmatic approach
- Excellent written and verbal communications skills
- Ability to build great relationships with colleagues and external stakeholders to help them achieve their objectives

- Engaged with the latest developments and trends within the charity digital sector and committed to sharing learning and insight with colleagues
- Committed to continuous improvement
- Commitment to Compassion in Dying's vision and mission
- Commitment to Dignity in Dying's vision and mission