

## Job description

Job title:	Digital Project Manager
Salary:	£38,000 to £40,000 per year
Contract:	Fixed term to 31 March 2027
Hours:	Full-time, 35 hours per week
Directorate:	Marketing and Communications
Reports to:	Head of Digital
Direct/indirect reports:	None

## Our mission

The National Literacy Trust empowers children, young people and adults from disadvantaged communities with the literacy skills they need to succeed. We work directly with young people and their families, with the 5,000 schools in these communities, with nurseries, prisons, YOIs and through our teams leading community literacy programmes in 20 places in the UK facing the biggest literacy and poverty challenges. Our research makes us the leading authority on literacy and drives all our work. We are committed to becoming a more diverse and inclusive charity, better at listening to and working in partnership with the communities we exist to serve. Literacy is a vital element of action against Digital Project Manager poverty and our work changes people's life stories.

## Purpose of role

You will be responsible for managing a range of digital projects, including developing a website for our National Year of Reading campaign as well as scoping

a new website for the National Literacy Trust. You will also play a key part in shaping our digital strategy and managing the roadmap for our existing technology stack including DotDigital, websites, AI and other technologies and platforms.

## Key contacts

You will work closely with the National Year of Reading campaign team, digital and product managers as well as with our wider digital, data and technology team (including IT and CRM) to ensure all our digital projects and deliverables are aligned across timelines and budgets.

External contacts will include partners and agencies including our delivery partner agency for the National Year of Reading.

## Outline of responsibilities

- Lead on the National Year of Reading website planning and execution, liaising with both internal teams and external agency
- Collaborate with the National Year of Reading team to define project scope, goals and deliverables
- Develop comprehensive project plans, timelines and budgets to ensure successful project delivery
- Work alongside the Website Product Manager and Head of Digital to scope a new website for the National Literacy Trust including leading planning sessions and requirements gathering with internal stakeholders
- Conduct regular project status meetings and provide timely updates to all stakeholders
- Lead on user experience and feedback taking an iterative approach and collaboration to inform current and future digital product development
- Help to develop and maintain a clear delivery roadmap for business-as-usual development of existing platforms including DotDigital, websites and donation platforms
- Support the digital team to co-create, test and pilot new features and functionality across platforms
- Contribute to the design of a digital metrics framework to capture and visualise key data points and insight to inform wider teams use of digital channels
- Contribute to the development of the organisation's digital strategy with a key focus on data, culture and skills and platform development

This outline is indicative and is not intended to provide a complete list of duties. The postholder will also be required to support activities that contribute to the growth and sustainability of the charity, and to the sharing and development of our organisational knowledge.

## Person specification

Essential	Desirable
<p>Experience of using project management methodologies and tools to manage development activity</p> <p>Demonstrable experience of working in partnership with external agencies to deliver website projects</p> <p>Excellent communication and stakeholder management skills to build successful relationships</p> <p>Confident in presenting technical information in an understandable manner to different audiences</p> <p>Proactive nature with an ability to work collaboratively in a team-oriented environment</p> <p>Strong problem-solving skills and adaptability to changing project requirements.</p>	<p>Knowledge of UX/UI design principles and best practices</p> <p>Knowledge of marketing platforms including CRM (Salesforce) and marketing automation (DotDigital)</p> <p>Experience with data analytics and visualisation tools (e.g. Google Analytics, Tableau)</p>

## Summary of terms

Location:	You will be able to work regularly from home around the requirements of your role for in person meetings or travel. However, you will be contracted to our office at 68 South Lambeth Road, London SW8 1RL, and responsible for your travel to London when necessary.
Flexible working:	We have a flexible working culture and encourage all staff to work in a way that enables them to be most effective in their role. This role will involve occasional out of hours working and time off in lieu will be granted for any additional hours worked.
Travel:	This post may require national travel. Travel expenses will be paid when incurred in line with our expenses policy.
Safeguarding:	We are committed to safeguarding all those who come into contact with our work and all staff are required to follow our safeguarding policy for children, young people and vulnerable adults.