

Job Description

Digital Project Manager

FC2007



Role Details

Reports to: Head of Supporter Engagement

Responsible for: N/A

Location: Central London, Leadenhall Street with occasional overseas travel

Hours: Full time. 35 hours a week, 9am to 5 pm, Monday to Friday

Grade: 3

Salary: £41,192 per annum

Contract type: Permanent

Closing date: 19 October 2020

Our vision and mission

Our vision is of a world in which working horses, donkeys and mules are free from suffering.

Our mission is to transform the lives of vulnerable working horses, donkeys and mules around the world. We relieve their immediate suffering and create lasting change by working with people, communities and organisations.

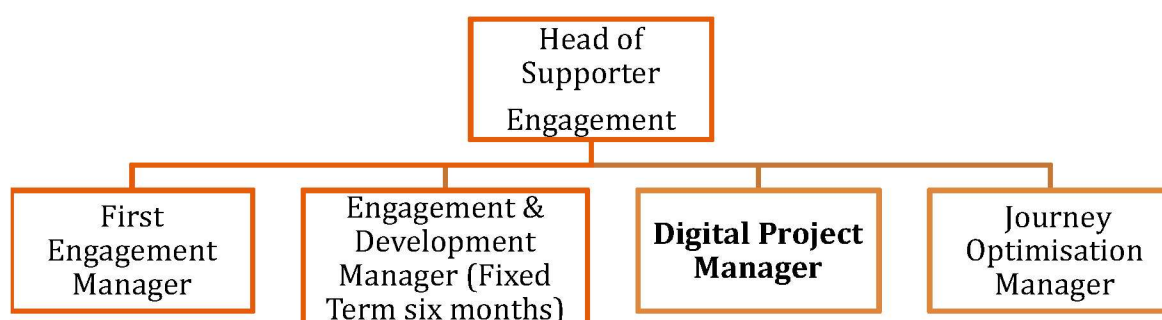
About Brooke

Brooke is an animal welfare charity that protects and improves the lives of the working horses, donkeys and mules that give people in the developing world the opportunity to work their way out of poverty. Around 600 million people rely on these animals to put food on their tables, send their children to school and build better futures for themselves and their families. Brooke works in more than 15 developing countries, with animal owners, communities, service providers, animal health systems, governments and international organisations to make long-lasting improvements to the lives of animals and their owners.

Our Values

We are proud to be Brooke. We are resourceful, share new ideas and help each other succeed. Together we make change happen.

Department Structure and Position of the role



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Background

Brooke FundComm is at the beginning of an exciting change. We are building a dedicated and specialised Supporter Engagement team that can focus on delivering supporter growth leading to financial stability. This team will take our Supporter Journey work to the next level of sophistication, by creating digital and offline journeys and products that engage supporters at the level of engagement they want with Brooke, and through their preferred mix of channels. The team will introduce, champion and maintain an agile approach – piloting projects while genuinely using data and insights to drive decision making and optimisation.

The team structure must be designed to facilitate the Supporter Engagement Funnel Framework which defines the steps a supporter takes to go from awareness about our cause, to donating to our cause, to sharing our cause with friends (becoming a true partner).

Purpose of Role

The Digital Project Manager works across our Supporter Engagement teams and supports the communications planning across the FundComm Directorate. Once journeys are designed and products agreed, this role will ensure that project plans are developed, roles and responsibilities on each project are clear and projects are delivered on time and to budget. They will play a pivotal role in ensuring the consistency of communication plans across channels and audience segments and, as necessary, take on project management of specific cross-team projects.

Key Responsibilities and Duties

Project Planning & Management

- Designs and leads on the supporter engagement planning with all the teams and product owners to deliver supporter engagement objectives and product targets
- Designs the project planning process to ensure that relevant expertise (internal and external) is brought in, leading to agile delivery, on time and within budget
- Develops project plans for some bigger projects, clarifying roles and responsibilities, timelines and delivering some parts of the project themselves
- Supports other members of FundComm in creating project plans for their projects and ensures that timelines are synchronised with the overall supporter engagement plan

- Maintains an overview of all projects in the pipeline and acts as a Single Point of Contact for the project team and wider stakeholders
- Tracks and monitors schedules and acts as change controller, troubleshoots issues as they arise and leads on negotiating appropriate solutions with stakeholders in order to ensure that risks to project delivery are appropriately managed

Evaluation

- Ensures that processes for capturing data or information relevant to measuring project impact are in place and communicated appropriately.
- Organises or facilitates project evaluation, collates lessons learnt and shares them with the rest of the division; ensures lessons inform future project planning.

General

- Follow the Brooke's equal opportunities statement which aims to clarify the value we place on diversity and steps we take to promote equality of opportunity for all.
- Perform such additional tasks as may reasonably be requested from time to time by the Line Manager.
- Adhere at all times to Brooke's policies and procedures.

Person Specification

The skills, abilities, experience and knowledge outlined below provide a summary of what is required to carry out this job effectively. They also form the selection criteria on which the decision on who to appoint will be made. Please ensure that you show how you meet the criteria outlined below in your application.

Knowledge and experience		Essential	Desirable
1	Experience of management of large digital projects	✓	
2	Experience of supporter engagement programme planning and evaluation	✓	
3	Ability to interpret data from different sources and formulate insights	✓	
4	Ensures that planning decisions are informed by evaluation and learning from previous projects	✓	

5	Has a good grasp of and full commitment to data protection, ideally gained when setting up user data flows between systems	✓	
6	Excellent communication skills – can adjust communication style to audience. Strong influencing skills – internally and externally	✓	
7	Working respectfully, effectively and collaboratively with others in the division, organisation and externally to deliver effective outcomes	✓	
8	Actively looks for digital solutions to the problems team/organisation is trying to solve	✓	

Our Competency Framework

Brooke's competency framework translates Brooke vision, mission and values into easily identifiable behaviours that all staff are expected to demonstrate at all times.

Competency	What it means
Self-Management	Taking responsibility for own actions, behaviours and outcomes
Learning	Taking responsibility for own learning and fostering growth and development in others
Relationship Building	Creating and maintaining harmonious and constructive working relationships with others internally and/or externally
Planning and Organising	Ensuring that time and resources are utilised to best effect for the achievement of the Brooke's goals and our mission and that others are committed to agreed courses of action
Effective Decision Making	Making clear, informed and timely decisions that lead to effective outcomes in line with the Brooke's mission

Change and Improvement	Seeking out and developing new ideas and approaches, responding positively and constructively to change and fostering a culture of continuous improvement
Collaboration and Cooperation	Working respectfully, effectively and collaboratively with others in your team, across the organisation and externally to deliver effective outcomes
Communication & Influence	Communicating clearly, concisely and compellingly in a manner that is appropriate to the audience. Engaging respectfully with others both internally and/or externally to persuade them to adopt courses of action that are in the best interests of the organisation and the animals

Employee Benefits:

Brooke has a competitive benefits package. To find out more, please visit:

<https://www.thebrooke.org/about-brooke/jobs/employee-benefits>

If you wish to get in touch with us, please contact HR at recruit@thebrooke.org