



## Senior Digital Project Manager

Are you a talented and experienced **Senior Digital Project Manager** looking for your next big challenge? Bloodwise, the blood cancer charity, is looking for someone to lead the development of a new website that will be key to its plans to improve the lives of people affected by blood cancer.

In this critical role, you will work closely with strategic digital agency partners and colleagues across the charity to plan and deliver a website that will enable us to transform our reach, and so help us give information and support to more people and to raise more money.

You will be adept at building great relationships with key stakeholders and have the strategic ability to be able to advise other teams about how the new website can benefit their work.

You can apply for this opportunity by submitting a CV and Cover letter via our website by **9am on Wednesday 1 May 2019**.

Please note that we may bring forward the closing date at our discretion.

## ABOUT US

We want to change the world for people with blood cancer. Every year we stop more people dying of blood cancer and our researchers are even working to stop people developing blood cancer in the first place.

We're the UK's specialist blood cancer charity and our vision to beat blood cancer and we've been working to do this since 1960.

We fund world-class research; provide information and support to patients and their loved ones; and raise awareness of blood cancer. Since 1960 we have invested more than £500 million in blood cancer research in the UK. Where we've invested, survival rates and quality of life have improved.

We're proud to say that UK blood cancer research leads the world, thanks to the money we've been able to invest because of our supporters and fundraising. But we still have so much more to do: blood cancer is the 5<sup>th</sup> most common cancer and sadly it is the 3<sup>rd</sup> biggest cancer killer in the UK claiming more lives than either breast or prostate cancer.

We improve the lives of blood cancer patients with cancers such as leukaemia, lymphoma and myeloma because we believe everyone should be able to live their life to the full. We've been working to beat blood cancer for over 50 years and we won't stop until we do. Be a part of our story and help us change the world.

## JOB DESCRIPTION AND PERSON SPECIFICATION

Role	Digital Project Manager	Location	London
Contract	Fixed term	Contract Length	12 months
Salary	£35-50k (dependent on experience)	Intended start date	May 2019

## OUR PURPOSE

Blood cancer is the UK's third biggest cancer killer. We're here to change that. We fund research to improve treatment and care for people living with blood cancer – including leukaemia, lymphoma and myeloma – and provide anyone affected with information and support.

## CONTEXT

Over the next three years we have ambitious plans to have a much bigger impact for people affected by blood cancer. But our ability to do this depends on us reaching and engaging with many more people.

One of the things holding us back is our website. It is too complex and insufficiently audience-focused, and so our key digital focus over the next year will be developing a new website that gives us a platform to reach many more people. This one-year role has been created to work to be responsible for delivering a high-quality new website.

You will work closely with an agency partner and build relationships with external-facing teams across Bloodwise. Crucial to this will be ensuring the new website meets each team's needs but striking the right balance so that it doesn't end up being designed by committee and so risk losing sight of audience needs. It will also be important to ensure the new website reflects the new brand guidelines we will be developing at the same time.

You will mix an excellent knowledge of digital best practice with the pragmatism to be able to identify the best value approach for a charity of our size and audience needs. Above all, you will be an excellent project manager. We want to launch the new website in early 2020 and because it needs to coincide with the launch of the new brand identity, we need to make sure it is delivered on time and to budget.

## KEY RELATIONSHIPS

Reports to	Head of Digital Transformation
Line management responsibilities	None
Key relationships	<b>Internal contacts:</b> the rest of the marketing and communications team and agency partners, and teams across the charity, particularly in fundraising, health

	information and support, information and support services, and technology, infrastructure and data.
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## MAIN RESPONSIBILITIES

- Project manage the development of Bloodwise's new website, putting the user and organisational objectives at the heart of the project.
- Work closely with the strategic digital agency partner to plan and deliver the project.
- Build relationships with key stakeholders across the organisation and provide consultancy on how the new website can benefit their work.
- Gather and assess the digital requirements of colleagues to understand how the new website can support their objectives and regularly communicate with them to ensure a strong alignment.
- Establish a governance model for the project, establishing a project team with a clear RACI and convene the project team at regular stages throughout the project to manage decisions and risks.
- Minimise any potential loss of search traffic as a result of deploying a new website through careful management of server-side redirects and SEO techniques.
- Identify opportunities throughout the project to introduce new concepts and ways of working looking to engage and excite teams wherever possible.
- Work closely with the Brand and Creative team so that the new website reflects our new brand identity (which we are developing at the moment).
- Constantly monitor progress and regularly produce Board-level reports on whether we are on schedule and on budget.
- Be the voice of the end user throughout the project.
- Create a compelling narrative around the project and share regular updates with the wider organisation in the form of written and verbal updates and presentations.
- Use the development of our new website to help establish new ways of working and a product focussed methodology for future development.
- Work closely with the Technology, Infrastructure and Data team to ensure the new website captures and exports data in a way that meets requirements and develop a robust set of processes to define how we export data from the CMS into the CRM.

## THINGS WE ALL DO

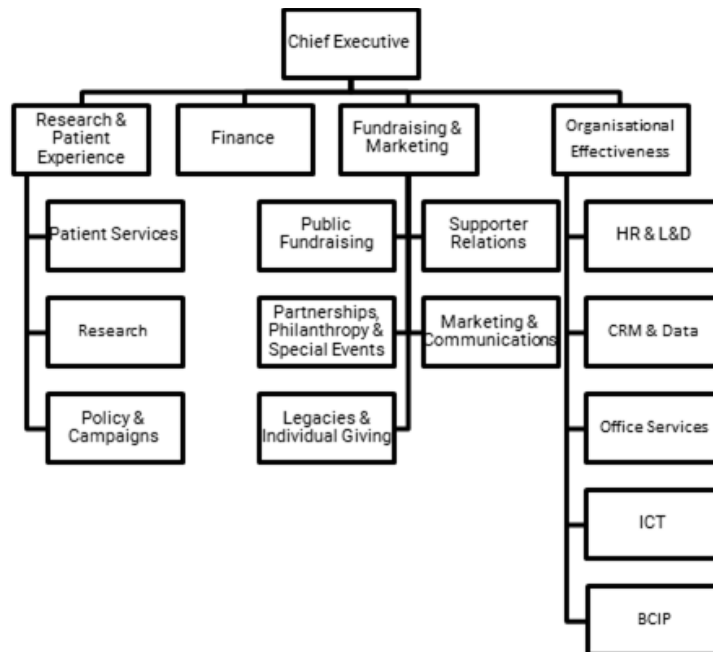
- Attend and assist at Bloodwise events and activities as required (NB this involves evening and weekend work)
- Be an effective ambassador for Bloodwise at any activity you attend
- Develop an in-depth understanding of our work
- Do any other reasonable things your manager needs you to do

## PERSON SPECIFICATION

<b>Skills knowledge and experience</b>
<b>Essential</b>
Experience of project managing new websites on time and to budget
Excellent project management skills
Excellent knowledge of digital best practice, combined with a pragmatic approach
Experience of user centred design and UX research techniques and content design
Good technical understanding of how websites work, including working with CMS platforms and experience of payment gateway integrations
Significant experience of agile/lean project management
Experience of managing relationship with agency partners
Collaborative approach to work, and good negotiation and influencing skills
Extensive experience of managing agency relationships
High level of accountability over work
<b>Desirable</b>
Experience and understanding of enterprise level digital marketing platforms and how they integrate with other channels
Experience of working in a digital team in the charity sector

## THE TEAM ORGANOGRAM

Now you have read about the role, to help you get a better feel of where it sits in Bloodwise here is a simplified organogram.



## SHORTLISTING AND INTERVIEWS

Bloodwise is an equal opportunities employer and we are committed to ensuring all applications are treated fairly. All applications are subject to our shortlisting process; so if you're shortlisted we will contact you and invite you to attend an interview. We'll also tell you if there will be any skills tasks to complete as part of the recruitment process.

If you do not hear from us within 2 weeks after the closing date, your application has not been successful.

## FOR FURTHER INFORMATION ABOUT US

See our website <https://bloodwise.org.uk/>

## THE GOOD STUFF WORKING AT BLOODWISE

Apart from all the hard work we do, there are some really good benefits to working at Bloodwise:

<p><b>Annual Leave</b> Entitlement is 25 days per year rising to 26 days after 2 years' service then 27 after 4 years' service; we will usually close the office between Christmas and New Year which our trustees gift as an additional holiday.</p>	<p><b>Personal Development</b> Development is really important to us and there are a variety of options available to staff at Bloodwise.</p>
<p><b>Time Off In Lieu</b> We strongly encourage everyone to help with some activities outside of normal working hours. For this you can earn and claim TOIL.</p>	<p><b>Interest free season ticket loan</b> We pay for the ticket and you repay the money out of your monthly salary.</p>
<p><b>Pension</b> When you join us we'll automatically enrol you onto our pension scheme, which is run by Aegon. This can be increased through length of service.</p>	<p><b>Agile and flexible working</b> We value results and outcomes and support this with an agile working policy, which is complemented by a flexi/core hours policy.</p>
<p><b>Employee Assistance Programme</b> Offers support information, expert advice and specialist counselling to help you prepare for life's predictable milestones.</p>	<p><b>Ride2work scheme</b> This allows you to obtain a new bike to use to ride to work. You can then repay it through your salary.</p>
<p><b>Life Assurance</b> Although we don't like to think about it, should something happen to you while working for Bloodwise we have life assurance for staff.</p>	<p><b>Refreshments</b> On each floor in head office there's a kitchenette with tea, coffee, sugar, milk and plates, bowls and cutlery.</p>

## OUR LOCATION

Our Head offices are located at [39-40 Eagle Street in Holborn, London WC1R 4TH](#); Holborn tube is the closest station, approximately 5 minutes from our offices.

