

Job Description	
<b>Job Title</b>	Digital Delivery Lead
<b>Salary Range/Grade</b>	D 32-39
<b>Job Location</b>	Remote
<b>Contract Type</b>	Permanent
<b>Hours Per Week</b>	37
<b>Reports To</b>	Director of Communications and Digital Services
<b>Responsible For</b>	One team member and four freelance moderators
<p><b>What positive impacts will this position have on children, young people and families?</b>                      The Digital Delivery Lead will lead the development and execution of digital products and resources, including the management of Europe's largest website for fathers; dad.info. This role requires a strategic thinker with a passion for children's causes, strong leadership skills, and a track record of successful project management and service delivery improvements.                      This position nurtures and supports our culture of a Spurgeons team that is unified as one and exclusively focused on assisting children, young people, and families by supporting and strengthening our cultural goals, core values, and Christian ethos.</p>	
General Description	
Task	
<ul style="list-style-type: none"> <li>• Develop and implement a comprehensive digital delivery strategy aligned with Spurgeons' mission and goals. Lead the development and execution of digital products and resources to meet the needs of families, children, and young people.</li> <li>• Research, develop, and coordinate the creation of therapeutic and wellbeing digital products and services that serve families directly and equip colleagues and partners to do the same.</li> <li>• Oversee the development of digital platforms, tools, and resources to enhance the delivery of Spurgeons' services.</li> <li>• Identify and mitigate potential risks associated with digital delivery initiatives, including data security, privacy concerns, and compliance with relevant regulations and standards.</li> <li>• Lead a team responsible for managing the dad.info forum and website, ensuring moderators are equipped and supported to serve parents effectively. Identify opportunities for improving the functionality and user experience of the website to better meet the needs of users.</li> <li>• Oversee the development of a strong network of dad.info partners, content providers, influencers and advocates for fathers' role in families.</li> <li>• Build and maintain strong relationships with internal and external stakeholders, including colleagues, partners, and community organisations. Collaborate with key stakeholders to identify opportunities for digital innovation and collaboration.</li> <li>• Facilitate online community engagement and participation through digital forums, social media platforms, and other digital channels, fostering a sense of belonging and support among users.</li> </ul>	

<ul style="list-style-type: none"> <li>Utilise market research and audience insights to develop training and support opportunities for partner organisations and an external Continual Professional Development programme.</li> </ul>
<ul style="list-style-type: none"> <li>Provide training, guidance, and support to internal staff, volunteers, and partners on digital tools, platforms, and best practices, empowering them to effectively utilise digital resources in their work.</li> </ul>
<ul style="list-style-type: none"> <li>Collaborate closely with internal stakeholders (eg, People and Culture colleagues and frontline service practitioners) to find innovative solutions to expand our digital offer.</li> </ul>
<ul style="list-style-type: none"> <li>Utilise data analytics tools and methodologies to analyse user behaviour, track key performance indicators, and generate actionable insights for optimising digital delivery initiatives.</li> </ul>
<ul style="list-style-type: none"> <li>Stay updated on industry trends, best practices, and emerging technologies to continually enhance the charity's digital delivery strategies and foster a culture of innovation and experimentation within the digital delivery team, encouraging creative thinking, exploration of emerging technologies, and iterative improvement of digital products and services.</li> </ul>
<ul style="list-style-type: none"> <li>Represent Spurgeons as a thought leader in the field of digital delivery, participating in industry events, conferences, and forums to share insights, best practices, and lessons learned with external stakeholders.</li> </ul>

<b>What you will have achieved by month 3</b>	<ul style="list-style-type: none"> <li>Completed essential online training</li> <li>Read and understood policies and procedures</li> <li>Attended Spurgeons 'Introducing our Ethos and Values' workshop</li> <li>Completed 3 month mid probationary review</li> <li>By month three you will have developed a comprehensive digital delivery plan for the remainder of the financial year ending March 2025.</li> </ul>
<b>What you will have achieved by month 6</b>	<ul style="list-style-type: none"> <li>Successfully completed probation and probationary review meeting</li> <li>Successfully completed probation and probationary review meeting</li> <li>You will be requiring less supervision and be pro-active in finding effective solutions to do your job, yet still checking in with your line manager.</li> <li>You will have established a robust process for supporting our community partners and completed the work required to embed at least one new digital product.</li> </ul>

**What you will have achieved by month 12**

- You will be able to demonstrate significant improvement in reach and engagement for our digital delivery products and services.

Type	Description	Essential/ Desirable
<b>Qualification(s)</b>	<ul style="list-style-type: none"> <li>Bachelor's degree in Communications, Training, or a related digital field.</li> </ul>	<b>D</b>
<b>Professional Registration</b>	<ul style="list-style-type: none"> <li>Professional marketing or communications membership</li> </ul>	<b>D</b>
<b>Experience</b>	<ul style="list-style-type: none"> <li>Extensive experience in training and / or communication, preferably within the non-profit sector or a children-focused organisation.</li> <li>Proven track record in developing and executing successful digital resources and services.</li> <li>Track record of successfully managing digital products from conception to completion, including budgeting and resource allocation</li> <li>Experience in conducting market research and audience analysis to inform digital strategies and campaigns</li> <li>Exceptional written and verbal communication skills with the ability to develop business opportunities.</li> <li>Delivering and / or developing training programmes</li> <li>Strong team management capabilities, fostering a collaborative and innovative work environment.</li> <li>Proficiency in digital marketing tools, online forums, training and support.</li> <li>Passion for advocating children's rights and a deep understanding of issues affecting children and families.</li> </ul>	<p><b>E</b></p> <p><b>E</b></p> <p><b>E</b></p> <p><b>E</b></p> <p><b>E</b></p> <p><b>E</b></p> <p><b>E</b></p> <p><b>E</b></p> <p><b>E</b></p>
<b>Skills</b>	<ul style="list-style-type: none"> <li>Excellent collaboration and interpersonal skills, the ability to work with a broad range of stakeholders and be able to engage across a complex organisation.</li> <li>Copywriting and proof-reading skills with excellent attention to detail.</li> <li>Familiarity with graphic design tools and multimedia editing software</li> <li>Ability to analyse and interpret analytics reports to inform decision making</li> <li>Proficient IT skills in Microsoft packages including Microsoft 365.</li> </ul>	<p><b>E</b></p> <p><b>E</b></p> <p><b>D</b></p> <p><b>E</b></p> <p><b>E</b></p> <p><b>E</b></p>

	<ul style="list-style-type: none"> <li>• Proficient organisational and time management skills and comfortable working to tight deadlines.</li> <li>• Excellent interpersonal &amp; communication skills, including collaboration and team working.</li> <li>• Effective persuading, communicating and influencing skills to gain commitment, confidence and compliance.</li> <li>• Strong project and campaign management skills, including creative thinking and problem-solving abilities.</li> </ul>	<p>E E E</p>
<p><b>Knowledge</b></p>	<ul style="list-style-type: none"> <li>• An up-to-date understanding, and working knowledge of digital engagement strategies and tools.</li> <li>• An up-to-date understanding and knowledge of the digital communications industry.</li> <li>• Awareness of emerging trends and technologies in digital marketing and communication, including artificial intelligence and automation</li> <li>• Understanding of data privacy regulations and compliance standards relevant to digital communications, such as GDPR</li> <li>• Knowledge of children, young people and / or social care sectors, Child protection and safeguarding issues, including Safeguarding and Child Protection policies, procedures and systems.</li> </ul>	<p>E E E E D</p>
<p><b>Additional Requirements</b></p>	<ul style="list-style-type: none"> <li>• A genuine interest in and commitment to Spurgeons’ work, as a Christian children’s charity, and the ability to identify with and reflect our charitable values of compassion, inclusion and hope.</li> <li>• Successful execution of this role requires the post-holder to have a full UK Driving License in order to enable and more easily facilitate regular regional and national travel.</li> <li>• A flexible approach to working hours is required due to possible travel in support of colleagues and service users. This includes occasional weekend and evening work.</li> </ul>	<p>E D E</p>

<b>Personal Qualities</b>	<ul style="list-style-type: none"> <li>• Approachable</li> <li>• Articulate</li> <li>• Confident</li> <li>• Conscientious</li> <li>• Continuous learner</li> <li>• Creative</li> <li>• Detail orientated</li> <li>• Diplomatic</li> <li>• Good listener</li> <li>• Information seeker</li> <li>• Independent</li> <li>• Persuasive</li> <li>• Proactive</li> <li>• Self-motivated</li> </ul>	D D D D D D D D D D D D D D D
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## What We Expect From You

### Our Values:

Everything we do is driven by our values which define who we are and how we work together to support children, young people and families. Our values are at the core of everything we do.



### Our Behaviours:

We have certain expectations of your interactions with our colleagues, our partners, children and the general public. We would expect that you exhibit these behaviours as an employee of Spurgeons.

- Put children and young people first in everything we do
- Respect and value every individual
- Listen to understand without judging
- Be open and honest with kindness
- Persevere to be our absolute best and do what we say we will do
- Bring out the best in each other as we work together for the right result

### Safer Recruitment & Employment Policy:

As part of Spurgeons Safer Recruitment & Employment Policy, any appointment to this role will be subject to the completion of a DBS application and obtaining satisfactory references.

### Equal Opportunities for All:

We actively encourage applications from a broad and deep range of backgrounds and experiences. We are a Disability Confident Employer.

