

Digital Product Manager

Duration:	Permanent or fixed term one year
Salary:	£44,500 per annum
Job Level:	4
Hours:	35 hours per week. Other flexible arrangements will be considered.
Disclosure Level:	Basic. This role involves no direct or indirect work with children
Reports to:	Online Platforms Product Manager.
Location:	Working from home and at 1 Westfield Avenue, London E20 1HZ

At the UK Committee for UNICEF (UNICEF UK), we pull together to achieve the best possible results for children in danger around the world. We believe in an inclusive workplace and in the power of fulfilled colleagues who share the same values and goals, enjoy their work and are motivated to do their utmost for children.

Our work is guided by the UN Convention of the Rights of the Child (UNCRC) and the Sustainable Development Goals (SDGs), which recognise the universality of children's rights.

ABOUT THE TEAM

The Information & Technology department aims to connect, protect and empower our organisation, people and stakeholders to deliver value for children. The Digital Team shapes and delivers the public engagement and digital strategies partnering with the business to deliver supporter engagement and digital fundraising capabilities that enhance the supporter experience and drive income growth.

ABOUT THE ROLE

This role will support the delivery of key programmes under our Digital and Public Engagement Strategies. The Digital Product Manager will bring a strong understanding of managing and delivering against an agile backlog in a complex organisation to improve outcomes.

What we will expect you to achieve

- Contribute technical expertise, techniques and support the design and development of new website features against prioritised backlog working with our agency partners and key external collaborators.
- Contribute technical expertise, techniques and support the website maintenance programme and prioritisation of bug fixes and ad-hoc enhancements.
- Collaborate on the implementation of an iterative programme of UX enhancements to improve key user journeys, taking a test and learn approach.
- Actively add value to the wider technology needs of the team and organisation by identifying and proposing new tools and services and embedding external learnings.

- Work closely with Online Platforms Product Manager to manage a unified backlog across key projects.
- Be occasionally available out of hours and on weekends to support the annual Soccer Aid event and so that in the case of an emergency UNICEF UK can respond quickly.
- Demonstrate and model a commitment to our shared values, behaviours and inclusive practices (known as [Our Shared Commitment](#)) in all aspects of your work.

BEHAVIOURS, EXPERIENCE AND SKILLS

This section contains the essential behaviours, experience, knowledge and skills needed in order to be effective and successful in this role. All criteria in this section are essential.

Supporter driven and mission aligned

- Is committed to children and their rights and motivated to work towards creating a better world for every child.

Analytical

- Analyses available information to make logical and sound judgements
- Questions assumptions and seeks further insight to inform decision making

Communication

- Communicates concisely with clarity and accuracy. Tailors communications to inspire audiences to engagement.
- Presents complex and difficult messages clearly and with impact; negotiates with and influence others. Gains commitment from other teams, agencies and stakeholders.

Inspiring great teamwork

- Encourages a supportive and positive working environment where questions/opinions can be expressed appropriately
- Promotes involvement based on skills and knowledge rather than job title

Creative and innovative

- Contributes ideas, approaches and insights that enable innovation.
- Scans the external environment for trends, insights, ideas and best practice, and builds a network of relevant individuals to gain alternative perspectives that improve performance.
- Empowers people to innovate and welcomes new ideas that are focused on the delivery of strategic priorities.
- Problem-solve and improve existing work processes.

Relevant experience

- Substantial experience of scoping and delivering new website features to an agreed roadmap.
- Experience of working in agile environment to deliver digital projects.
- Experience of managing an ongoing programme of website maintenance and optimisation working with an external agency.
- Passionate about digital product delivery, particularly B2C and knowledge of incremental, agile delivery in that respect.

- Experience of working with multi-disciplinary teams, cross organisational projects and external stakeholders to drive change and achieve results
- Experience of using audience data and insight to drive decision making.
- Experience of prioritising and managing a live backlog .
- Experience of e-commerce implementation using an off the shelf product.

Specific knowledge and skills

- Optimizely (or similar AB Testing tools), Content Management Systems (incl. Wordpress).
- HTML/CSS.
- UX disciplines
- Design-thinking and user-centred design principles.