



**Senior Digital Project Manager
Services and Digital Department
Digital and Content Team**

What you need to know about this role:

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| Job title: | Senior Digital Project Manager |
| Responsible to: | Head of Digital and Content |
| Contract: | 18 months |
| Location: | Home based or hybrid office-based (Vauxhall). Some travel across England and Wales. |
| Working hours: | Part-time – 28 per week |
| Salary: | £42,000 per annum plus £3,323 London weighting if applicable (pro rata to part-time) |
| Closing date: | 11 November 2024 at 9am |
| Interview 1: | 18 November 2024 |
| Interview 2: | 28 November 2024 |

Information for applicants for the post of Senior Digital Project Manager

Thank you for your interest in the above role. This pack tells you more about Kinship, how we work, and details of the role and the people you will be working with. It also gives information on how to apply.

About Kinship:

Kinship is the leading kinship care charity in England and Wales. We offer kinship carers financial, legal, practical and emotional support and understanding from the moment they need it, for as long as they need it. Our expert advice, information and guidance helps with complicated and stressful decisions that so many kinship families have to make. We are always there to support them through challenging times and celebrate the good.

Kinship carers are strong and determined. Together, they are powerful. We help them build communities of support and action by connecting families locally and across England and Wales.

We are at the heart of kinship networks, partnering with and influencing service providers, local and national government and other organisations. We give everything we have to fight for each family and their rights, changing society until every kinship family is recognised, valued and supported.

Kinship care often begins in crisis. A child has parents who are unable to care for them, for whatever reason. It can be frightening, confusing and heart-breaking.

Instinctively, a loved one steps in – a grandparent, brother, sister, aunt, uncle or family friend. They are now a kinship carer, bringing up the children they love. There is often no chance to prepare. Plans may be pushed aside. Relationships, jobs and savings are frequently sacrificed.

It is life changing and challenging raising children who have been hurt or neglected, but kinship carers do it anyway because they put the children first.

We know how hard life can be for kinship carers, but we have seen the amazing things they are capable of, with someone by their side. With the right support, children raised in kinship families

can flourish.

That is why we support, connect and campaign – to keep kinship families stronger by keeping them together.

About the team

This is an exciting role, joining our newly formed Digital and Content team at Kinship. As the organisation continues to invest in its digital estate to support organisational goals, the role of Senior Digital Project Manager will play a key role. You will work with the Head of Digital and Content to maintain a brilliant website and build digital products, which meet the needs of our kinship carers and our other key audiences.

We have just launched our newly redeveloped website (kinship.org.uk) and over the coming months will be making improvements and working on future developments led by the needs of kinship carers. One focus of continued development will be the new 'in your area' feature which enables kinship carers to find what local and national support is in their local area. We plan to continue to build on user feedback to ensure this tool is a gateway for kinship carers into the information and support they need.

Our next digital product focus will be an AI tool to help kinship carers get the information they need using our knowledge base. Beyond this, we will be looking at live chat and upgrades to our telephony system. Funding for some of this work and upcoming digital developments has been secured, while others we are exploring opportunities for additional funding.

At Kinship, we use Salesforce as our customer relationship management system. Ensuring Salesforce integrates with our digital products and services is key for internal processes, policies and data capture.

Seamless user journeys across our digital products have the power to help kinship carers as they navigate confusing, difficult and often overwhelming times in their lives.

About the role

The role of the Senior Digital Project Manager is to lead the project management of digital development projects, to oversee the existing website and be a product owner for different digital tools we use as an organization (such as Notion, Zoom). It will also be to ensure all new digital developments align with organisational objectives, are inclusive and accessible, and meet user needs.

The postholder will also manage the agile work process in the team, using Asana to manage our team sprints and lead planning and retrospectives.

It will be the responsibility of the postholder to manage risk assessments, use the RACI model to ensure teams are engaged and aware of their responsibilities, manage the project timeline and day to day relationship with the digital agency.

This role will be crucial to enabling Kinship to deliver high-quality digital services, supporting kinship carers across the UK and ensuring that our digital platforms are robust, reliable, and aligned with our mission and values.

The type of person we're looking for

We are seeking a candidate with a strong background in project management and UX. You will be experienced in managing complex digital projects throughout their lifecycle. You will be able to work collaboratively and have excellent communication skills to engage both internal and external stakeholders.

You will have a genuine passion for working with and involving users in meaningful ways and have a particular interest in accessible and inclusive design.

You will be able to build rapport with internal stakeholders, keeping them up to date with digital developments, explaining things in easily accessible language and obtaining buy-in from across the organisation.

We are seeking someone who is curious and excited about digital developments. Who wants to explore how they can make a difference to kinship carers lives, while understanding risks and ethical considerations.

Key responsibilities:

Project management:

- using Agile methodology, project manage the redevelopment of the Kinship website and future digital developments to a high standard. Including responsibility for defining, documenting, and completing projects, working with internal colleagues and external suppliers.
- manage processes related to digital developments including risk assessment, data, change management, stakeholder communications and prioritisation.
- product owner for digital products (such as Asana). Working collaboratively with colleagues, supporting onboarding, creating processes and managing performance and reporting.
- ensure manualisation (on Notion.so) of all our processes alongside the rest of the team, providing learning and transparency across the website build.

User involvement:

- create a strategy for meaningfully engaging diverse users in digital developments.
- oversee user testing and ensure excellent UX is a core tenet of the development and build phase.
- manage the planning, execution, and documentation of user acceptance testing (UAT) phases, ensuring alignment with project timelines and stakeholder expectations.

Stakeholder engagement:

- be a brand guardian and content champion, working closely with the Communications, Marketing and Content teams to ensure Kinship brand, style and tone of voice are implemented to a high standard across digital developments.
- manage a pan organisational working group to ensure stakeholders take accountability for roles and are consulted and informed.
- work with the Website Content Manager to ensure effective adoption and understanding of new digital developments across staff team. Providing support and guidance.

Collaboration:

- working closely with the wider digital and content team, including Content Designers, Website Content Manager and Head of Digital and Content
- work closely with senior staff and Kinship teams ensure digital developments meet organisational objectives.
- feed into fundraising proposals (related to digital product innovation) when required.
- monthly reporting to SLT providing accurate and timely quarterly reports and insight for the Trustee board and key funders (Department for Education).

Team culture:

- act in the best interest of kinship and the families we support

- maintain and contribute up to date understanding of kinship care
- deliver effective administration with attention to detail and keeping to deadlines
- identify and contribute to appropriate case studies to demonstrate the impact of kinship services and support contributions to policy and campaigns work
- actively contribute to delivering and evidencing a high performing service
- take responsibility for your ongoing continued professional development
- ensure all safeguarding processes are understood and adhered to, building a transparent and learning safeguarding culture
- work in line with the kinship values

Knowledge, abilities, skills and experience

Essential criteria:

- a positive, curious mindset with a genuine passion for designing user-centric digital products that really work.
- a passion for jargon free, clear content.
- an ability to put people at ease and a true enjoyment of working collaboratively.
- proven experience project managing complex digital projects (including websites), from set up to delivery and monitoring and evaluation and using digital tools to do this (notion.so / Asana / Monday or other examples).
- in-depth experience of setting SMART digital kpis and the tools and techniques that underpin this.
- understanding and commitment to integrating salesforce within platform to ensure high quality data and insight and consistency of experience for kinship carers.
- experience working with service users (in this case kinship carers) to iterate and develop digital products. Comfortable leading research workshops and groups to develop these products.
- experience of producing accessible digital products with an understanding of Search Engine Optimisation and user behaviour online, using data to support decision making.
- awareness of web design standards (e.g. HTML5, CSS3 and javascript) and web accessibility standards (WCAG 2.1 AA).
- strong background in the delivery of work in cross functional and widely dispersed teams.
- good communication skills, and ability to engage stakeholders at all levels across the project (and charity) so they contribute appropriately to delivery.
- ability to challenge thinking appropriately as part of continuous service development and improvement.
- an understanding of GDPR and PECR regulations and the implications on data and communications.

Desirable criteria:

- project management qualification
- experience of using Salesforce
- understanding of content design principles
- lived experience of kinship care
- understanding of children's social care.

General attributes

- flexible and willing to travel for work across England and Wales.
- commitment to the values, aims and objectives of kinship.
- a real commitment to equity, diversity and inclusion within your role and a respectful approach to working with people from a range of backgrounds.
- excellent written and spoken English.
- right to work in the UK.

Key Behaviours

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| Personal attributes: <ul style="list-style-type: none">• Detail oriented• Organised, efficient and good at multi-tasking• Clear, straightforward communication, able to communicate technical jargon into plain English• Strong analytical and critical thinking skills• Calm under pressure• Adapts to change• Excellent problem solver | Behaviours: <ul style="list-style-type: none">• Solutions focus; can do attitude• Collaborative• Positive attitude and approach• Respectful• Professional• Empathic, sensitive, tactful |
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Key Contacts

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| Internal: <ul style="list-style-type: none">• Head of Digital and Content• Website Content Manager• Content Designers• Training Team• Participation and Involvement Manager• Salesforce Team• Marketing Team• Communications Team• Executive Team | External: <ul style="list-style-type: none">• Digital agency• Salesforce consultant• Kinship carers• Other freelancers |
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Equality Diversity and Inclusion

Kinship is committed to championing equality, diversity and inclusion. We believe our work is greatly enhanced by the varied backgrounds, experiences and views represented within our teams. We aim to create inclusive teams, celebrate differences and encourage everyone to join us and be their true self at work. We therefore encourage applications from anyone who fits our values, whatever their religion or belief, sex, gender identity, race, age, sexuality or disability and are actively seeking candidates that can bring real innovation and commitment to us.

Candidate Application Information

Please refer to the Job Description for this role to check that you meet the criteria necessary for the job.

We will guarantee interviews to any candidates with experience of kinship care (either of being in kinship care or of being a kinship carer) who demonstrate they meet the essential skills and experience outlined.

Please tell us if there are any reasonable adjustments we can make to assist you in your application. If you have a disability, which you would like us to take into account, please tell us about this when you apply. Please let us know if we can help and remember that you can request information in large print or in a different format.

How to apply

Kinship is working exclusively with Valued Recruitment to recruit for this role. They are an ethical recruitment company, intent on hiring inclusively and transparently. The closing date for this role is Monday 11 November, 9am. To apply, we welcome a CV and a supporting statement. Please

send this to anna@youarevalued.co.uk

Accessibility is incredibly important to us here at Kinship and Valued Recruitment. If you would like any accessibility amendments or support throughout the application and interview stage, please don't hesitate to let us know. No question or request is too big or too small. We want this process to be comfortable and enjoyable and a chance for you to bring your best self to the process.

Kinship reserves the right to close a recruitment campaign earlier than advertised where we have received sufficient applications so early application is encouraged. If you would like further information or an informal chat about this role, please contact recruitment@kinship.org.uk.

What it means to work at Kinship:

Our vision:

A society in which kinship carers and the children they care for are **recognised**, **valued** and **supported**.

Our mission:

To ensure that kinship carers and the children they care for get the **support** and **recognition** they need.

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Knowing what you do helps kinship families that really need support.

Staff at kinship are caring, passionate and positive. Colleagues are genuinely nice to work with and care about each other as well as the kinship families we support. We are always innovating to better support kinship carers.

Staff member at Kinship

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We want to offer you the best place to work. Our people are really friendly and incredibly passionate about working alongside kinship carers.

We want you to feel proud to work here and if you join us, we'll do our best to make that happen.



Our values:

Be bold

We fight for what's right with focus and determination

- be driven by evidence and deliver quality
- innovate bravely, fail fast and learn quickly
- challenge constructively to move us forward



Be stronger together

We see the bigger picture of our work and value collaboration to drive impact

- recognise and value the part everyone plays
- bring different strengths and expertise together with purpose
- ask whose voice and experience may be missing



Put people first

We care about each other and create spaces where people feel they belong and can thrive

- bring people together to share experiences and celebrate success
- listen with curiosity not judgement
- support with understanding and compassion



Step up

We all take responsibility for changing lives and changing the system

- actively seek and share knowledge
- step in with ideas and solutions
- ask for and give honest feedback



What we can offer you:



Community:

- Employee resource groups (including Equality, Diversity and Inclusion Working Group and Wellbeing Committee).
- Staff away days.
- Regular social activities online and in person.



Flexible working:

- We operate flexible working practices which include working from home, varying start and end times of the working day, compressed hours and variable contract hours through the year.



Family:

- Our policies include kinship care leave, compassionate, dependents, and bereavement leave that support the lives of employees who have additional commitments.
- Maternity & Paternity, Surrogacy and Adoption and Kinship Care Leave policies.
- We are proud that 20% of our current staff are kinship carers, and we are striving to lead the way as a 'Kinship Carer Friendly Employer'.



Health and Wellbeing:

- Employee Assistance Programme (24/7 confidential advice line and counselling).
- Wellbeing Action Plan for each staff member.
- Accessible HQ - The Foundry is fully wheelchair accessible.
- Wellbeing Wednesdays (half a day off on top of AL for all staff at one time - discretionary).
- Charity Worker Discount.



Holidays:

- 30 days annual leave, plus bank holidays (1 April to 31 March) pro rata to role.
- We close for three days between Christmas and New Year, which will be deducted from your annual leave allowance.



Pay and pension:

- You'll be eligible and auto-enrolled into a pension scheme - we use Nest Pensions. Current employee contributions are 5% and we will contribute 3%.



Cycle to work programme:

- This scheme enables employees to get tax incentives from cycling to work.



Learning and development:

- A key part of our People Strategy is to continue to develop and enhance the learning experience during your time at Kinship, and we are proud to offer many learning opportunities.

Conditions of Employment

Working hours:

The working week is currently 28 hours per week over Monday to Friday. These may be varied by agreement with your line manager. For some roles, there will be occasions when these hours are exceeded for example some weekend working or a requirement to attend evening meetings. In such circumstances and in agreement with your line manager you may take reasonable time off in lieu. Overtime is not paid.

Travel:

There may also be, on occasion, the need for overnight stay. Reasonable travel, subsistence and hotel expenses will be covered using the Charity's expenses procedures.

Pension scheme:

All staff will automatically be enrolled into a Group Personal Pension Scheme as part of our requirement to meet automatic enrolment legislation. According to the statutory requirements.

Probationary period:

All new employees will be required to undertake a period of probation for six months, in which time you will be expected to establish your suitability for the post.

Flexible working:

Kinship will consider applications for flexible working arrangements. Kinship will enable as many jobs to be open to job sharing as is operationally practicable.

Our recruitment process:

As a charity we want to hire the best people to support our vision and mission. People who are values led, high performing and really passionate about doing their best for kinship carers.

We will guarantee interviews to any candidates with experience of kinship care (either of being in kinship care or of being a kinship carer) who demonstrate that they meet the essential skills and experience outlined.

We welcome applications from people from all sections of the community, irrespective of race, colour, sex, gender identity, age, disability, sexual orientation, religion or belief.

Kinship is committed to attracting, developing and retaining a diverse workforce, with a broad range of backgrounds, experiences and perspectives, and we encourage applicants from those groups currently under-represented in our organisation and sector.

Standard clauses:

- this role will require satisfactory Disclosure and Barring Service (DBS) clearance.
- the post holder must at all times carry out their responsibilities with due regard to Kinship's Equal Opportunities Policy and Safeguarding Policy.
- Salesforce is our customer relationship management system (CRM) and all staff are expected to take accountability and responsibility for using it successfully as part of their day-to-day role to support the growth and impact of Kinship and better services for kinship carers.
- the post holder must accept responsibility for ensuring that the policies and procedures relating to Health and Safety in the workplace are adhered to at all times.
- the post holder must respect the confidentiality of data stored electronically and by other means in line with the Data Protection Act.
- the post holder must carry out their responsibilities with due regard to the non-smoking environment of all Kinship offices.

Note: This job description is not exhaustive. Kinship reserves the right to add to or revise the job description at any time - the post holder may be required to undertake any other duties that fall within the nature of the roles and responsibilities as detailed in this document.

Any substantial or major changes will be negotiated with the post holder.

Kinship is the working name for Grandparents Plus, which is a company limited by guarantee registered in England and Wales under number 4454103 and registered as a charity under number 1093975