



Head of Digital and Content
Services and Digital Department

Information for applicants for the post of: *Head of Digital and Content*

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.

Role details:

Job title: Head of Digital and Content

Responsible to: Director of Services and Digital

Duration: 18-month contract

Location: Home-based or hybrid (based in Kinship's Vauxhall Office, London) with travel to office / meeting locations as required (for key meetings and collaborations)

Working Hours: 28 hours (0.8 FTE)

Salary: £50,000 pro rata plus £3,406 London Weighting

Direct reports: 2 x direct line reports and team of 4

Leave allocation: 30 days annual leave FTE, plus bank holidays pro rata for part time hours (1 April to 31 March).

About Kinship:

We are Kinship. The leading kinship care charity in England and Wales. We're here for kinship carers – friends or family who step up to raise a child when their parents aren't able to.

We are made by and for our community of kinship carers. Like family, relationships run deep. And we hear their experiences; for too long they have been isolated without the help they need.

We support, advise and inform kinship carers. Connecting them so they feel empowered. Because a child needs the love and warmth of a thriving family.

We develop research, campaigns and policy solutions. Creating positive change across society. Because for kinship families, love alone is not enough.

Through our work we harness frustrations to fuel passion for change. And tough experiences to inspire ideas that transform lives.

And as we see momentum building, we keep using evidence to demonstrate the value of kinship care. Helping kinship carers navigate challenging circumstances. Believing in a child's potential.

Join us. Together, let's commit to change for kinship families.

Context:

This is an exciting and pivotal leadership role at the heart of Kinship's digital transformation. You'll lead a talented and ambitious team to deliver innovative digital products, accessible content, and outstanding user experiences that support kinship carers and strengthen our organisational impact.

Kinship is growing rapidly. We are expanding our reach and digital capabilities and our digital platforms are central to this change. In 2024 we launched a new website bringing together all our content and services under one home, and introduced a new Kinship Compass postcode search. This is a national tool that helps kinship carers find and navigate local and national support like their kinship local offer, local peer support groups and training.

Alongside this, we have been developing a new AI-powered tool to help kinship carers get the information they need quickly and accurately, 24/7. This role will lead the evolution of these digital products ensuring they are safe, ethical, data-driven and continuously improved to meet the needs of kinship carers.

You'll play a key role in the Department for Education funded national Training and Support Service, helping kinship carers easily access and book high-quality training. You'll also oversee the content design in collaboration with internal and external subject experts and kinship carers themselves. You'll also lead on digital and content streams of work for our Kinship Minds programme.

This is a role for a digital leader who is both strategic and hands-on. You should be able to balance innovation with delivery, and big-picture thinking with strong governance. You'll champion inclusive, accessible and co-produced design, helping Kinship use digital to deliver more impact, insight and empowerment for kinship families.

We're looking for someone who is curious about using digital to support and enhance our services for kinship carers. And you'll use data and insight to do that, continually optimising user journeys and experiences.

You will work closely with the Communications and Policy team, who are responsible for the external facing communications plan including social media and campaigns.

Purpose of the role:

To lead, develop and support a high-performing Digital and Content team delivering high quality, accessible and user-led digital products and content for kinship carers.

To oversee the design, development and continuous improvement of Kinship's digital platforms including the website, Kinship Compass, new e-learning platform and the Kinship AI tool ensuring they are ethical, inclusive and evidence-informed.

To ensure that the content design and digital practice across Kinship is high quality, consistent and grounded in user needs. To work in close partnership across the organisation and the wider senior leadership team to deliver digital solutions that improve services, empower kinship carers and achieve organisational objectives.

You will be part of the Senior Leadership Team.

What you'll be doing:

Key responsibilities:

Digital leadership and strategy

- Lead the Digital and Content team, building a culture of high performance, innovation and continuous improvement.
- Continue to develop and deliver Kinship's digital strategy and product roadmap, covering the website, Kinship Compass, Kinship Minds, AI tool and other digital tools (excluding marketing and social media).
- Provide digital leadership across the organisation, increasing capability, confidence and collaboration.
- Identify and deliver opportunities to use AI and emerging technology to enhance user experience and service delivery.
- Manage digital budgets, agencies and suppliers to deliver projects efficiently and on time.
- Keep up to date with the digital external environment, horizon scanning in order to shape and respond to opportunities.
- Play an active part in supporting income generation around digital innovation, supporting proposals which are ready for fundraising and business development, working with the fundraising team.
- Prepare regular progress reports and contribute to organisational business planning and reporting.

Website, content and digital product development

- Lead the ongoing development of Kinship's digital platforms to ensure they are user-centred, accessible and continuously improved.
- Oversee the content strategy and governance for Kinship's website, Kinship Compass and new e-learning platform.
- Work with internal colleagues to improve our workshop booking system.
- Ensure our content design approach is consistently applied — using evidence, data and co-production to create content that is:
 - informed by user need
 - written in plain English and inclusive language
 - trauma-informed and strengths-based
 - tested, iterated and continuously improved

- Lead the content design team to develop and maintain curriculum and learning content for strategic projects working collaboratively with subject experts and kinship carers.
- Work closely with the Advice and Training team to ensure online and workshop content meets user needs and DfE contract KPIs.
- Develop an excellent understanding of end-to-end audience experience and how the website, online content and digital products can drive effective online services and enhance the kinship ecosystem. Map the user journeys across our website and digital products.
- Co-lead the Knowledge Board (with the Associate Director of Advice, Training and Information) ensuring up-to-date, plain-English content across key taxonomy themes like finance, legal and education.
- Ensure integration across all platforms (e.g. website, telephony, Salesforce, Kinship Minds) to create seamless user journeys for kinship carers and internal teams.
- Work with the Participation and Involvement Manager to ensure meaningful participation and co-production with kinship carers to develop products.
- Drive accessibility and inclusion, ensuring our digital services reach and work for all kinship carers, including those with lower digital literacy.
- Ensure high quality manualisation and documentation of systems and processes to support digital innovation, working in the open, website governance and transparent processes (using Notion.so).
- Oversee SEO, analytics and data-driven optimisation to improve engagement, performance and impact.

Collaboration and organisational influence

- Work closely with the Associate Director of Campaigns, Communications and Marketing to align website and content priorities with external communications and brand strategy.
- Collaborate across teams to ensure digital products support fundraising, campaigning, research and service delivery where appropriate.
- Represent the Digital and Content team across Kinship, promoting shared ownership and understanding of our digital goals.
- Build relationships with sector peers, tech partners and funders to share best practice and explore innovation.
- Embed co-production with kinship carers in all digital design and development, including Kinship Minds content and UX design.

Management and team development

- Provide clear direction, coaching and support to the Digital and Content team.
- Set and monitor objectives, ensuring delivery of agreed targets and KPIs.
- Build a culture of learning, curiosity and continuous improvement.
- Ensure induction, documentation and systems support efficient and sustainable working.

- Role-model Kinship's values and behaviours: be bold, step up, be stronger together, put people first.

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 deadline.
- Actively contribute to delivering and evidencing a high performing service.
- Take responsibility for your ongoing continued professional development.
- Work in line with the Kinship values.

Knowledge, abilities, skills and experience:

Essential:

Digital leadership and strategy

- Significant senior digital leadership experience covering strategy, delivery, KPIs, budgeting and reporting.
- Proven ability to think strategically, set direction and connect digital development to organisational goals.
- Experience in managing complex stakeholder relationships with confidence and diplomacy.

Product and platform delivery

- Successful track record leading mid-large scale website and digital development projects.
- Experience managing digital agencies and consultants to deliver on time and to budget.
- Strong understanding of digital governance, safeguarding, risk and data protection.

Technical and analytical capability

- Credible technical expertise for a senior role, including SEO, analytics and optimisation.
- Skilled in interpreting performance data to drive continuous improvement.
- High digital and data literacy, including confident use of Salesforce and integrating systems with digital products.

- Excellent project management experience and commitment to taking accountability for tools like Asana and Notion.

Team leadership and culture

- Substantial experience leading dispersed teams, including wellbeing, performance and professional development
- Ability to provide clear direction, set boundaries and motivate teams with empathy and confidence
- Positive, solutions-focused mindset with a commitment to innovation and improvement.

User-centred design and inclusion

- Experience designing and delivering digital services for families in crisis or underserved communities.
- Strong commitment to user-led design, ensuring kinship carers' voices shape products and content.
- Demonstrable commitment to equity, diversity and inclusion.

General characteristics and attributes

- A real commitment to equity, diversity and inclusion within your role.
- A respectful approach to working with people from a range of backgrounds.
- Understanding of safeguarding particularly around vulnerable families.
- Commitment to the values, aims and objectives of Kinship.
- Flexible and willing to travel for work across England.
- Excellent written and spoken English.
- Permission to work in the UK.

Desirable:

- Appropriate technical diploma or post graduate certificate
- Accredited marketing diploma (CIM / CAM / IDM for example)
- Lived experience of kinship care
- Understanding of embedding trauma informed approaches
- Experience of working across two nations (England and Wales) would be helpful
- Understanding of children's social care
- Experience using Salesforce, Notion, AI tools or digital learning management systems

Key behaviours required:

Personal attributes:

- Calm under pressure and in difficult situations
- Clear, straightforward communication
- Curious
- Self-aware
- Creative and innovative
- Detail orientated
- Organised
- Resilient
- Assertive and firm

Behaviours:

- Takes accountability for delivering well
- Solutions focus; can do attitude.
- Positive attitude and approach
- Respectful
- Professional
- Empathic, sensitive, tactful

Your main relationships will be with:

- Director of Services and Digital
- Senior Leadership Team
- Associate Director of Advice, Training and Information
- Associate Director of Campaigns, Communications and Marketing
- Communications and Policy Team
- Participation and Involvement Manager
- Funders
- Kinship carers
- Partners and community organisations

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.

"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)

We want to offer you the best place to work. Our people are 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 Kinship 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



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



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



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 in the "knowledge, skills and experience" section that are 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 that they meet the essential skills and experience outlined in the job description.

Please tell us if there are any reasonable adjustments, we can make to assist you in your application.

If you have a disability that 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:

Any applications arriving after the closing date will not be considered for shortlisting unless there are exceptional reasons.

Kinship reserves the right to close a recruitment campaign earlier than the advertised where we have received sufficient applications so please apply early!

Please apply for the role of **Head of Digital and Content** by sending a **CV** and **respond on CharityJobs to these 5 questions:**

- 1. Digital leadership and strategy:** Describe a time when you developed and implemented a digital strategy that transformed user experience or service delivery.
- 2. Product development and continuous improvement:** Tell us about a digital product or platform you've led from concept to launch.
- 3. Inclusive and co-produced design:** How have you embedded inclusion, accessibility, and co-production into digital design or content development?
- 4. Leading teams through growth and change:** Describe how you've built and led a high-performing digital team through a period of change or rapid growth.

5. Using data and insight to drive improvement: Give an example of how you've used digital analytics, SEO, or user data to inform decision-making and improve a service or platform.

Please use examples to demonstrate your experience.

Please include your notice period / earliest availability to start.

Some tips for your application:

- Make sure you've read the job description and the essential requirements – make sure your application reflects those points in the requirements very clearly.
- Tell us why you want to work for Kinship. We're interested in working with people who share our values. You can read about our values above.
- Keep your response clear – use bullet points and short paragraphs if that helps. It will help the recruitment team to focus on your knowledge, skills and experience.
- Please do not use AI tools like ChatGPT to produce your answers. We use software to check, and your application will be rejected if you do.

Key dates:

Apply:	Via CharityJob
Application deadline:	5 December
First interview:	18 December

Kinship reserves the right to close applications early on receipt of sufficient applications. Apply early!

If you would like further information or an informal chat about this role, please contact **Emma Wrafter** (Director of Services and Digital) on emma.wrafter@kinship.org.uk

Conditions of employment and what we offer:

Working hours:

The working week is currently 35 hours per week from 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.

Holidays:

- 30 days annual leave, plus bank holidays (1 April to 31 March) pro rata.
- We close for 3 days between Christmas and New Year, which will be deducted from your annual leave allowance.

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.

Learning and development:

We are committed to developing and enhancing the learning experience during your time at Kinship, and we are proud to offer many learning opportunities.

Health and wellbeing:

- Employee Assistance Programme (24/7 confidential advice line and counselling).
- Charity Worker Discount

Travel:

For this role, there may be occasional travel within the UK. 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. We use Nest Pensions. Current employee contributions are 5% and we will contribute 3%.

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.

Community:

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

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 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.