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 and develop live digital services**, **accessible content** and **user-centred products** that kinship carers rely on to access support.

This role does not own all services delivered through digital channels. It owns selected shared digital products while also enabling teams across Kinship to deliver their work effectively through digital platforms, content and journeys, while teams retain ownership of their services and outcomes. You'll provide leadership on standards, user experience, accessibility and innovation.

Kinship is expanding its reach and digital capabilities, and our digital platforms are central to how we deliver services at scale. In 2024, we launched a new website bringing together all content and services under one home, and introduced **[Kinship Compass](#)**, a postcode search tool that helps kinship carers find relevant local and national support.

Alongside this, we have been developing a new AI-powered tool to help kinship carers access trusted information quickly and accurately, 24/7. You will lead the evolution of these digital services ensuring they are **safe**, **ethical**, **resilient** and **data-informed**, and that innovation is always grounded in **reliability**, **safeguarding** and **user trust**.

You'll play a key role in the Department for Education funded national Training and Support Service, ensuring kinship carers can easily access and book high-quality training through our digital platforms.

You'll oversee **content design** in collaboration with internal and external subject experts and kinship carers themselves and lead the digital and content streams for Kinship Minds, including the development and delivery of our e-learning platform and curriculum.

This role sits at the intersection of digital service delivery, product development and content design. At Kinship, **content design** is distinct from communications or marketing. It focuses on designing clear, accessible and trauma-informed information, learning content and user journeys that enable kinship carers to understand their options, make decisions and access support. Content is treated as part of the service itself and is central to the quality, safety and effectiveness of our digital platforms.

This is a role for a digital leader who is both **strategic** and **operationally grounded**. You'll balance innovation with delivery, experimentation with governance, and ambition with accountability. You'll champion inclusive, accessible and co-produced design,

ensuring digital products support real-world service delivery and improve outcomes for kinship families.

We're looking for someone who is curious about how digital explains, enables and strengthens services for kinship carers. You'll use data and insight to continuously optimise user journeys, reduce friction and improve access to support.

You will work closely with colleagues in the Communications and Policy team (who sit in a separate department and lead external communications, campaigns and social media) and who own the external communications strategy. You will ensure clear alignment while retaining a distinct focus on digital service innovation, product development and content design.

Type of person we're looking for:

We're looking for a service-led digital leader who is as comfortable with operational delivery as they are with strategy and innovation. You'll understand that digital products are part of how services are delivered, not an add-on, and that reliability, accessibility and trust matter as much as creativity.

You'll be curious, pragmatic and values-driven, with the judgement to know when to push innovation forward and when to prioritise stability, safety and user confidence.

You are likely to:

- Have led live digital services or products that people rely on, not just content.
- Be comfortable balancing innovation with delivery, and experimentation with governance.
- Think in terms of end-to-end service journeys, not just platforms or pages.
- Be motivated by improving outcomes for people, particularly families experiencing complexity or crisis.
- Value co-production, accessibility and inclusive design as core to good digital practice.
- Bring clarity, calm and consistency to teams working in complex environments.
- Be confident working across disciplines such as digital, services and delivery without needing to own everything.
- Care deeply about doing digital work ethically, safely and well.

What you'll be doing:

Key responsibilities:

Digital leadership and strategy

- Lead the Digital and Content Design team, setting clear priorities and building a culture of high performance, accountability and continuous improvement.

- Own and deliver Kinship's digital strategy and product roadmap, covering the website, Kinship Compass, Kinship Minds, the AI tool and other digital services, excluding marketing and social media.
- Provide digital leadership across Kinship, strengthening capability and effective cross-organisational working.
- Lead responsible digital innovation, ensuring AI and emerging technology are used where they clearly improve service delivery, accessibility and user experience.
- Take accountability for digital budgets, agency relationships and delivery against agreed outcomes, timescales and quality standards.
- Horizon scan and translate external digital developments into practical, service-led improvements for Kinship.
- Contribute to organisational planning, reporting and income generation linked to digital innovation.

Website, content and digital product development

- Lead the ongoing development and innovation 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 a consistent content design approach across all digital platforms, grounded in user need, plain English, trauma-informed practice and continuous testing and improvement.
- Lead the content design team to develop content for strategic projects working collaboratively with subject experts and kinship carers.
- Work closely with Advice and Training teams to ensure digital platforms and content design support service delivery, quality standards and DfE contract requirements.
- 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 leaving no dead ends.
- Ensure integration across all platforms (e.g. website, telephony, Salesforce, Kinship Minds) to create seamless user journeys for kinship carers and internal teams.
- Embed meaningful participation and co-production with kinship carers in digital service and content development.
- Drive accessibility and inclusion, ensuring our digital services reach and work for all kinship carers, including those with lower digital literacy.
- Ensure strong digital governance, accessibility, documentation and use of insight to continuously improve performance and impact.

- Oversee SEO, analytics and data-driven optimisation to improve engagement, performance and impact.

Collaboration and organisational influence
- Work in close partnership with colleagues across Kinship, including the Associate Director of Campaigns, Communications and Marketing, to ensure digital services and content design align with external communications, brand and organisational priorities, while retaining a clear focus on digital service delivery and innovation.
- Collaborate across teams to ensure digital platforms and content effectively support service delivery, fundraising, campaigning and research where appropriate.
- Represent and champion the Digital and Content team across the organisation, building shared ownership of digital priorities and ways of working.
- Build productive relationships with sector peers, technology partners and funders to share learning and explore responsible innovation.
- Embed meaningful co-production with kinship carers across all digital and content development, including Kinship Minds and user experience 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.

Job description:

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.

Service and content design, user-centred practice and inclusion
- Experience designing and delivering end-to-end digital services for families in crisis or underserved communities, including the interface between digital platforms and frontline support.
- Experience leading or embedding content design as part of service delivery, not solely communications or marketing.
- Proven ability to design content that helps people understand options, make decisions and access support in complex or high-stress contexts.
- Experience applying service design principles to digital services, including understanding end-to-end journeys, touchpoints and handoffs between digital and human support.
- Strong commitment to user-led design and co-production, ensuring kinship carers' voices shape services, content and learning journeys.
- Demonstrable commitment to equity, diversity and inclusion.

Product and platform delivery
- Successful track record leading mid–large scale website and digital services development projects.
- Experience managing digital and service design 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.

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
- Service design or product management qualification
- Accredited digital 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
- Digital and Content Team
- Services and Digital Management team
- Senior Leadership Team
- Associate Director of Advice, Training and Information
- Associate Director of Campaigns, Communications and Marketing
- 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. What attracts you to this role at Kinship, and how does your experience prepare you to lead digital services, content design and innovation in the context of kinship care and families experiencing complexity or crisis? (250 words max)
2. Give an example of where you introduced or explored digital innovation (for example AI, automation or new platforms) in a service context. How did you balance innovation with reliability, safeguarding or user trust? (250 words max)
3. Describe a time you used content and/or service design to help people understand complex information or access support. How did you identify user needs, test what worked, and ensure the content enabled action rather than just engagement?(250 words max)

4. This role leads a small but mighty remote and dispersed team. How have you managed remote teams to maintain clarity, wellbeing, accountability and delivery? Please include a practical example. (250 words max)

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 bullets points and short paragraphs if that helps. It will help the recruitment team to focus on your knowledge, skills and experience.

Key dates:
Apply: Via CharityJob
Application deadline: Midnight Sunday 18 January 2026
First interview: Thursday 22 and Friday 23 January 2026 (online)
Second interview: Thursday 29 January 2026 (in person in London)

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.