



**Digital Project Manager:  
Peer-to-Peer Support Service Team**

# What you need to know about this role:

**Job title:** Digital Project Manager

**Responsible to:** Associate Director of Peer Support

**Duration:** 12 month contract (with potential of extension depending on funding)

**Location:** Home-based or office-based (Vauxhall)

**Working hours:** 28 hours, we offer flexibility so that you can fit your job around your home life (which is really important to us)

**Salary:** Between £36,868 - £41,868 (out of London), £40,000 - £45,000 in London (including London weighting). (Pro-rata)

## About Kinship:

If you're passionate about purpose – real change for real people, then now is a good time to join us.

We are **Kinship**. We support grandparents, siblings, aunts, uncles, other family members and friends who step up to raise children when their parents can't.

You know these people. You might be one of them. They're the hidden army of amazing people who take on caring for children to stop them going into care. And more importantly give them love, family and permanence.

As a charity we offer kinship carers financial, legal, practical and emotional support from the moment they need it, for as long as they need it. We're here to listen.

Our **expert advice, information** and **guidance** helps with complicated and stressful decisions that so many kinship families have to make. We're always there to support them through difficult times and celebrate the good.

## About the Kinship Peer-to-Peer Support Service:

The new Peer-to-Peer Support Service will provide support to kinship carers on a **local, regional** and **national scale**. It will create **nine regional networks**, a **microsite**, an **online e-Learning platform** and an **online peer support chat**.

Peer support groups will be able to book **free themed workshops** on topics like 'managing contact' and 'trauma attachment'. Access to specialist advice and information will be provided online and on the phone.

The service will be **co-produced with kinship carers** and delivered both face-to-face in communities and online.

# What you need to know about this role:

Funded by the **Department for Education**, this is a **£1 million service** and you'll be part of an expert team.

The Peer-to-Peer Support Service is brand new. You will play a key digital expertise role in developing a core part of the service to create a legacy for kinship carers. This is a big job, it will be challenging but also incredibly rewarding.

We have a detailed delivery plan in place and a lot of experience in developing peer support groups for kinship carers so you won't be starting from scratch. You'll be fully supported by the leadership team, who are passionate about making this service a success, but you will develop a **sustainable online presence** that ensures kinship carers can find support in their local area and have the resources to set up their own group.

You'll be the **digital expert** and will lead on this core part of the service. Co-production will be key, and you'll work with kinship carers, the peer support team and digital agency to create an accessible microsite, e-Learning platform, booking system and online peer support chat that meets the needs of our carers.

## What you'll be doing:

- Project manage the digital elements of our Peer to Peer Support Service to a high standard.
- Deliver our searchable (postcode) online microsite for support groups and e-Learning platform for Support Group Leaders. (Both will need to meet Government Digital Service – GDS standards for accessibility).
- Oversee and deliver an integrated booking system for free online workshops (delivered by Associate Practice Partners).
- Work with the Online Volunteer Officer to create an online chat function for peer support volunteers (supporting training and phased roll out).
- Develop and lead on workshops with key stakeholders (kinship carers, staff, local authorities) to create these digital products.
- Work very closely with the Content and Engagement Manager to ensure we have SEO friendly and accessible content which meets the needs of our kinship carers, creating templates and training for staff and volunteers.
- Manage a digital agency to create the microsite and e-Learning platform with core functions ensuring that they integrate into Salesforce.
- Ensure manualisation of all our processes alongside the rest of the team, providing learning and transparency on how we develop this service.

- Set up dashboards using tools like Google Data Studio to track and monitor usage and trends and report on impact.
- Monthly reporting to SLT and to the Associate Director, providing accurate and timely quarterly reports and insight for the Department for Education.
- Work closely with the Content and Engagement Manager, kinship carers, Peer Support Delivery Team to co-produce digital products that meet the needs of kinship carers.

## **Your main relationships will be with:**

- Associate Director of Peer Support
- Director of Service Design & Impact
- Kinship Senior Leadership Team
- Department for Education
- Content and Engagement Manager
- Implementation Project Manager
- Communications and External Affairs team
- Kinship carers, including volunteer Support Group Leaders
- Programmes Team, including Advice Service Manager



## What you'll need to demonstrate:

- 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. This could be setting up GA events to measure scroll depth or tracking video length watched among other indicators.
- Understanding and commitment to integrating Salesforce within platform to ensure high quality data and insight and consistency of experience for kinship carers.
- Excellent understanding of SEO and building digital products from an SEO and user centric perspective.
- 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.
- Understanding of e-Learning platforms to develop the best user experience.
- 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).
- Understanding of the value in transparent and open working practices, with a passion for championing these ways of working through different channels.
- Good communication skills, and ability to engage stakeholders at all levels across the project (and charity) so they contribute appropriately to delivery.
- An understanding of GDPR and PECR regulations and the implications on data and communications.
- A real commitment to equity, diversity and inclusion within your role.

**How to apply:**

Prospectus is our dedicated recruitment partners for this vacancy.

Please apply via the Prospectus website [here](#) with your CV only in the first instance, in Microsoft Word format.

Following your initial application you may be contacted by Prospectus for an informal discussion, and may be asked to provide further information to assist with the recruitment process.

Please note, this role is initially offered as a 12 month fixed term contract (likelihood of extension, dependent on funding). Please, only apply if you are available asap, or have no more than a one month notice period.

The deadline for initial CV interest is **Monday 6 December**.

**First stage virtual interviews** – w/c 13 December

Please note, due to high volumes of interest in vacancies it may not be possible to answer all individual queries on positions prior to an application or registration. However, if you do have any specific questions not covered in the Candidate Pack please call **Tristan Shirley** on **0207 4054999**.

As a specialist Recruitment Practice, Prospectus are committed to building inclusive and diverse organisations, and welcome applications from all sections of the community.

# 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.



# What we can offer you:



## Community:

- Employee resource groups (including Equality, Diversity and Inclusion Committee 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 compassionate, dependents, carers and bereavement leave that support the lives of employees who have additional commitments.
- 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.



## Holidays:

- 30 days annual leave, plus bank holidays (1 April to 31 March).
- 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.

# 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. Kinship operates a blind recruitment process in-house and any identifying information will be removed from your application prior to shortlisting.

## Standard clauses:

- 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.