Head of Digital and Content (Digital Team)

Job title: Head of Digital and Content
Responsible to: Director of Services and Digital
Duration: 18 months, with extension dependent on funding
Location: Home-based (with frequent travel and work in London) or office-based (Vauxhall)
Working Hours: 28 hours per week (we offer flexibility so that you can fit your job around your home life - which is really important to us).
Salary: £50,000 (out of London) or £53,226 (including London weighting) (pro rata)
Direct reports: 4

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.

Our vision is for a society where every kinship family has the **recognition, value** and **support** they need and deserve.

What you need to know about this role:

This is an exciting new role, leading the **new digital team** of five in Kinship. We're developing a new website alongside the delivery of a brand-new training service for kinship carers.

The focus for your team is to build a brilliant website and digital products which meet the needs of our kinship carers and our other key audiences. We've already launched **Kinship Compass**, our online information hub for kinship carers and part of the new website redevelopment will be to create one seamless experience and integrate both.

You'll manage Content Designers who will create **user led content** for Kinship Compass (online advice and information) and our training service – creating online content and workshop content. They will work closely with subject experts across the organisation.

You'll provide **digital leadership**, increasing our digital capabilities across the organisation by driving innovation. Identifying opportunities to leverage gen AI and machine learning to develop our online services and content.

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.

Our influencing, campaigning, research and policy work is core to changing the system for kinship carers and our new website needs to support the strategic objectives for these audiences. Working with our fundraising team, the right person will support the team to create **better supporter journeys**.

We have just been awarded the Department for Education contract to deliver high quality training to kinship carers across England. You will work closely with the Advice, Training and Information team to ensure kinship carers are able to book online or face-to-face training through our website without friction.

This is a new role and team so you will need to be someone who is comfortable with a high level of ambiguity and who is able to **build high performing** and **effective teams** quickly.

Working collaboratively with colleagues across Kinship and in cross-functional teams will be to be a key strength. You'll need to be **curious, detail orientated** with an **improvement mindset**.

A new Associate Director of Advice, Training and Information will set up and embed a new **Knowledge Board**, which you will also co-own. The board will develop a new taxonomy which will form the framework for all content (including online) to support kinship carers as they become and live as a kinship carer.

You'll be supported by an ambitious and supportive executive team and will join a high performing senior management team.

Key responsibilities and objectives:

- Oversee the development of a new Kinship website (integrating Kinship Compass and the main Kinship) keeping all teams engaged, and after launch leading continual improvement (agency chosen and discovery starting Dec 2023).
- Manage digital agencies to deliver effectively and to budget.
- Work with the Database Team to deliver a frictionless workshop booking system (already briefed and scoped).
- Support the front-end user experience of a new telephony system for our Advice Service.
- Take leadership of the Kinship website, ensuring your team are working collaboratively with teams across the organisation to develop content based on user need.
- Co-own and develop our new 'Knowledge Board' aligned to information needed by kinship carers (finance, education, legal and more) as they 'become' and 'live' as kinship carers. Making sure all information is provided in plain English, in formats which support the needs of kinship carers (web pages / information sheets / film / podcasts / workshops). Within this working board, manage the 'subject experts' to deliver relevant and up to date content (advice and information) for the website and Kinship Compass.

- Ensure online content and workshop content for the new training service is delivered to a high standard (this excludes marketing, social media and lead generating content).
- Develop the website strategy and digital product roadmap for Kinship, supported by the Director of Services and Digital.
- Work closely with Head of Campaigns and Communications to align to overall external communications strategy lead by the Communications and Policy Department.
- Drive high performance, digital innovation and effective outcomes while building a positive team culture.

The type of person we're looking for:

This role will be what you make it. You'll have a high level of autonomy and you'll be the digital expert in Kinship. You'll be someone who is continuously learning and excited about the possibilities digital (like AI and machine learning) can offer for kinship carers and our other stakeholders.

You'll need to make sure we're developing, improving, learning from and co-designing our website, digital products and online content with kinship carers with meaningful participation and respectful of their lived experience.

You will need to be a **completer-finisher** with **excellent attention to detail**. A digital leader who provides **clarity and direction** to your teams, role modelling positive behaviour. You will also need to be an exceptional communicator.

Our services will be delivered online and face-to-face so you will also need to a good understanding of digital channels and the opportunities they can offer kinship carers, as well as being aware of digital literacy challenges.

What you'll need to achieve:

Leadership:

- Work with other senior leaders and peers to contribute and develop a positive culture and high achieving team embedding values and behaviours.
- Actively contribute to Kinship's long-term strategy, objectives, business plans and budgets.
- Prepare regular reports to the Board of Trustees as required.

Website management, digital and content development:

- Lead the redevelopment of the Kinship website ensuring that it meets user needs, working collaboratively with teams across the organisation to meet audience objectives. Lead continuous improvement.
- Oversee and make sure good governance and processes are embedded across teams, supporting ongoing content creation and content migration.

- 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.
- Work closely with the Advice, Training and Information team to ensure online and workshop content creation is high quality and meets user needs.
- Co-lead (Chaired by the Associate Director of Advice, Training and Information) a new Knowledge Board to bring kinship carers' information needs together, developing content for training, advice and online with subject experts.
- Ensure meaningful participation and co-production with kinship carers to develop the Kinship website and digital products.
- Ensure targets and Service Level Agreement KPIs are met for the Department for education training contract (in relation to our new booking system), our internal Digital KPIs and funder targets.
- Ensure that our website and digital products are accessible to all kinship carers, with active plans in place to reach under-served communities ensuring an active focus on equity, diversity and inclusion – especially around digital literacy and accessibility.
- 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).
- Ensure the website and digital products (for example telephony, campaigns and fundraising tools) are integrated into Salesforce (in collaboration with the Database Team and other colleagues) and provide excellent user journeys (for kinship carers and internal staff).
- Manage the Digital budget effectively, ensuring efficient spend and taking accountability to maximise ROI.
- Ensure brand guidelines and organisational tone of voice are upheld in all development (working closely with Head of Campaigns and Communications).
- Ensure that best practice is followed at all times, including regarding safeguarding, GDPR and PECR.

Strategic planning and innovation:

Working with the Director of Services and Digital to;

- Develop a digital strategy including a digital product roadmap over the first 12 months in role (excluding external communications, digital communications and marketing).
- Work strategically with senior peers in the Communications and Policy team to align with their strategic external content strategies (they own the external communications strategy overall and lead campaigns, policy and influencing, social media and email marketing campaigns) and develop an integrated approach (hub and spoke model).
- Support Kinship's leadership in understanding and championing digital landscape, helping to shape our digital strategy and anticipating opportunities for innovation.
- Embed continuous digital improvement including reviewing delivery and resourcing.

- Play an active part in supporting income generation around digital innovation, supporting proposals which are ready for fundraising and business development, working with the Development team.
- Keep up to date with the digital external environment, horizon scanning in order to shape and respond to opportunities.
- Lean into learning best practice and new techniques to drive digital innovation and service improvement. Actively reaching and learning from other organisations and sectors.
- Explore digital innovation products, acting in the interests of kinship families and to further our strategic objectives.

Management and development of people:

- Lead and support managers to develop high performing teams, setting clear objectives – supporting them to achieve key targets and outcomes and actively encourage personal development and learning.
- Drive high performance and increase efficiencies and impact across the Digital and Content Team. Focus on developing an improvement mindset across teams.
- Ensure good team induction processes and systems are in place and continuously updated and developed.
- Develop a positive team culture where learning and innovation is at the heart of developing our website, online content and digital products. Embed effective core competency behaviours and role model them consistently.
- Put kinship carers and their needs at the heart of why we do what we do, which also includes our staff members who are kinship carers.

Collaboration:

- Embedding the Digital Team across the organisation, working positively and to one shared vision for kinship carers.
- Networking and relationship building with organisations and tech companies to enhance digital offer for kinship families and share best practice.
- Representing Kinship at events, meetings as required.

What you'll bring:

Essential experience

- Substantial experience working in a senior digital role. This includes overseeing digital delivery, strategic planning, budgeting, managing delivery, meeting KPIs, stakeholder engagement and reporting to funders.
- Demonstrable experience of being able to think strategically and see the bigger picture.
- Experience of successfully leading mid to large, complex website redevelopment projects.

- Experience of effectively managing digital agencies and consultants.
- Credible up to date technical expertise for this senior role (including SEO).
- Experience of analysing performance data to drive improvement and optimisation.
- Strong leadership with a commitment to providing consistency, support and boundaries.
- Substantial experience of leading dispersed teams including managing wellbeing, development and performance.
- Empathy and understanding and ability to manage and motivate dispersed teams with confidence and clarity while delivering against targets.
- Experience of effective budget management.
- Substantial experience of managing, developing and evaluating effective websites or digital services for families experiencing crisis and experience in reaching 'hidden or under serviced communities'.
- Experience of governance and managing risk on website and digital product development.
- ·Excellent written, verbal and visual communications with brilliant attention to detail, able to represent Kinship at high level external meetings with conviction and professionalism.
- Proven experience of managing complex stakeholder relationships with diplomacy and sensitivity while maintaining confidence.
- Good level of data literacy and confident using technology to help us to be better in our processes. You'll take accountability for the team actively and intelligently using Salesforce to integrate with online digital products.
- Willingness to think outside of the box and ability to motivate others to work in non-traditional ways to achieve change for kinship carers and their families.
- Experience of ensuring that websites and digital products are designed and led with user needs at the heart, ensuring that the voices of our kinship carers inform ongoing design and development of our website and the content.
- A positive, can-do, solutions driven attitude that sets a clear culture for the team, setting boundaries and helping them to do their roles.

Desirable experience:
- Lived experience of kinship care.
- Appropriate technical diploma or post graduate certificate.
- Accredited marketing diploma (CIM / CAM / IDM for example).

General characteristics and 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.
- Permission to work in the UK.

Key relationships

- Director of Services and Digital
- Associate Director of Advice, Training and Information and their team
- Head of Campaigns and Communications
- Policy and Communications Team
- Online Service Innovation Manager
- CEO and Executive Team

- Members of Knowledge Board (inc. Head of Research and Practice / Content Designers / Senior Adviser / Head of Policy and Public Affairs).
- Associate Director of Programmes and the Associate Director of Peer Support and Volunteering

Equality and Diversity

Kinship is committed to inclusivity and representing the diversity of the communities we serve. We therefore welcome applications from all backgrounds and all sections of the community. Applicants will be treated fairly throughout the recruitment process and we will ensure there is no unfair discrimination on the basis of race, ethnic origin, disability, sex, gender reassignment, religion or belief, age, sexual orientation or any other relevant characteristic.

For this role we are actively seeking applications from Black, Asian and minority ethnic applicants who are currently under-represented at senior management levels in the charity.

How to apply:

Please apply by submitting a CV and answering five short questions via **BeApplied here**. Please note that all answers will be viewed anonymously by reviewers and CVs will not be viewed until after this sift has happened. This is the first opportunity to demonstrate your experience and to stand out in the recruitment process. Reviewers will not see all your answers together and will be marking on the strength of the response to each question.

Once this has been completed, all of your application will be reviewed together and discussed by the shortlist panel.

Please think about how you write your responses so that it's easy for reviewers to read (for example using bullet points and paragraphs). Please do not use AI tools like ChatGPT to produce your answers.

If we invite you for interview, we will ask you to share a portfolio of work (if you have one), please don't worry if you don't. You will have a maximum of 250 words per answer.

1. Describe how your experience and values are a good fit for this role
2. If you were offered the role, what would you prioritise in the first three months and why? Tell us about what you'd need to find out and what would be your approach to the role?
3. Describe a time when you've developed a new process or system to improve ways of working across teams.
4. How would you ensure your team are motivated, high performing and happy in their role?
5. When being briefed to produce a digital strategy, what are the key questions you would want answered?

The interview process will be **two stages** with one online (on Zoom) and you will be asked to create a 15-minute presentation as part of the second interview (you will hold full copyright and ownership of the presentation and contents). The second interview panel might include a kinship carer. Please note the dates below are to be confirmed.

Application deadline: **9am on Monday 4 December 2023**
1st stage interviews: **Friday 8 December (virtual)**
2nd stage interviews: **Tuesday 12 December (in-person)**

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

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

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.

Family:

- Our policies include kinship care, compassionate, dependents, 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'.

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.

Cycle to work programme:

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

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.

Health and Wellbeing:

- Employee Assistance Programme (24/7 confidential advice line and counselling).
- Wellbeing Action Plan for each staff member.
- Wellbeing Wednesdays
- Charity Worker Discount

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%.

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.

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.