Job Description
Web & Digital Products Manager

Salary: Grade 5 (£28,500 - £34,000)
Hours: Full time, permanent
Reporting to: Director of Marketing and Communications

Job Summary
This is a key role within the Marketing and Communications team which works with programme teams across the charity to deliver our charitable objectives through our key digital products.

The post supports the Director of Marketing & Communications (DMC) by leading on the design, development and delivery of Scottish Book Trust's (SBT) websites and digital products, including project managing any new developments.

Using a high degree of technical knowledge, the post acts as specialist consultant on all SBT's digital development projects to ensure they align with the organisation's overall digital strategy. In delivering web and other digital developments, the post assists programme staff by thinking creatively, supporting user engagement, managing external relationships, feeding in to research options and identifying risks. The role balances priorities and leads others to deliver complex and dynamic web and digital products that meet the charity's needs.

Key Responsibilities

Web and Digital Product management and development
- Ensure Scottish Book Trust website(s) delivers the charity's strategic aims as well as its day to day operational requirements
- With support from the DMC and keeping fully informed of SBT's strategic priorities, develop and implement a website strategy, including:
  - Ensuring the effectiveness of the structure, navigation and content of SBT's website(s)
  - Ensuring consideration of digital priorities and requirements in relation to SBT projects and programmes
  - Developing effective web campaigns and content by working closely with appropriate members of the Marketing and Programme Teams
- Project manage the development of existing and any new website(s) and digital products, including:
  - Consulting with teams to gather requirements for development, preparing relevant documents, managing tender processes and agreeing delivery contracts
  - Reporting risks and project progress to Senior Management and the Board
  - Establish and manage effective external agency relationships to deliver the website and digital products solutions
  - Work closely with the CRM Manager to assist with scoping and implementing CRM developments, as required
  - Support wider digital development initiatives across the charity, as required

- Implement and manage the editorial and content strategy for SBT website(s) and digital products, creating and editing website content, and supporting content development across the charity.

Budget and People
- Line manage and support the performance and development of the Website Editor, Website Coordinator and Schools Communities Digital Projects Manager
- Support staff working on digital development initiatives across the charity, as required, including the Early Years Digital Projects Manager
- Manage budgets for website and digital products

Knowledge, Skills & Experience
- Educated to degree level or equivalent professional experience
- Significant experience of managing complex digital products in a fast-paced environment
- Considerable experience of developing company-wide web and digital strategy
- Experience of scoping, requirements gathering and creating tender documents and managing supplier procurement processes
- Experience of managing effective external relationships with suppliers and developers to achieve project goals
- Experience of setting and managing budgets and obtaining best value outcomes
- Knowledge and understanding of user experience in shaping development and solution design
- Experience of implementing content strategies, with the ability to write and edit creative and effective web copy
- Significant experience of working with CMS and CRM systems as a system administrator
- Experience and understanding of integrating CRM systems with digital products
- Superior understanding and experience of website development and digital technologies
- Understanding of data protection and fundraising regulations

Person Specification
- Approachable with excellent communication and influencing skills
- Ability to collaborate and work across teams
- Methodical, analytical and accurate, with excellent attention to detail
- A proactive and creative approach to problem-solving and solution finding
- Personal resilience with ability to prioritise workload
- Confidence and enthusiasm to promote staff understanding and use of digital approaches and opportunities
- Enthusiasm for and understanding of the aims and values of Scottish Book Trust and awareness of the wider arts/educational charity sector