

# Digital Manager

## Job Description and Person Specification

### Purpose of the role

The Green Wave is rolling. Brexit is threatening. The possibilities are enormous for the Green Party, but so are the challenges of maintaining and growing a 10%-plus general election poll rating after the spectacular successes of the May council and European elections. The Green Party has many different parts. The small digital team is a critical part of our future success.

The development of our digital systems and digital communications are of paramount importance. The Digital Manager will be responsible for managing the Green Party's digital systems across membership, supporter engagement, communications, canvassing, and local party support, creating a flawless user journey to encourage a variety of engagement.

The Digital Manager will have regular direct contact with many of our Regional and Local parties, managing our external agency relationships and helping manage and grow our 'virtual agency' of volunteers across the country.

Key projects will include developing a digital strategy to future proof our systems including reviewing our current CRM, engaging users to feel empowered when working with the Green Party's digital systems. The Green Party wants to lead the way in digital democracy, member engagement and collaborative working and this role will be the key to this success. Working closely with our communications team, you will be able to ensure significant reach of our messages via digital platforms.

**Salary:** £34,236 - £42,568 (points 25-36 on the Green Party pay scale)

**Hours:** Full time – 35 hours per week including annual leave allowance of 30 days plus bank holidays.

**Job type:** Permanent

**Location:** Green Party Office, Bermondsey, London

**Line manager:** Chief Executive

**Line management responsibilities:** Digital Officer, Members Database Officer, Digital volunteers

**Key relationships:** Membership Experience Manager, local & regional parties

**Application process:**

[Applications to be submitted no later than 11:59PM the 25<sup>th</sup> of August 2019 with interviews likely to be held the week commencing 2<sup>nd</sup> of September 2019. Please email your completed application form \(found on \[www.greenparty.org.uk/jobs\]\(http://www.greenparty.org.uk/jobs\)\) to \[recruitment@greenparty.org.uk\]\(mailto:recruitment@greenparty.org.uk\)](#)

## **Principle Roles and Responsibilities**

### **Strategic digital delivery**

1. Implement and project manage the digital objectives set out in the Green Party's organisational plan
2. Design and implement training for staff, and local, regional and national party volunteers on digital systems
3. Maintain professional and technical knowledge through attendance at workshops, conferences, professional publications and bodies, and networking
4. Manage the Digital team budget and ensure cost effectiveness
5. Design and implement digital systems, policies & procedures

## **Digital & web management**

6. Manage our Membership system based on CiviCRM and review its performance with the potential to project manage its replacement if necessary.
7. Manage the development of our Members' intranet website
8. Liaise with the Green Party's external digital agencies and IT suppliers as necessary to carry out project work and ensure the stability of systems
9. Contribute towards ensuring that high content standards are maintained across all our digital platforms in line with brand guidelines
10. Liaise with local & regional parties, keeping them updated on changes to our digital systems by creating technical documentation, digital communications and coordinating training
11. Create deeper integration across our entire suite of web, membership and canvassing systems, and take advantage of increased digital opportunities to fundraise and manage the increase in membership and supporter tasks
12. Manage and develop the national website
13. Manage the email delivery system ensuring our delivery reputation is maintained to maximise the effectiveness of our mass mailings
14. Manage DNS records for the party and affiliated domains

## **People management**

15. Line manage members of the Digital team
16. Recruit and manage digital volunteers

## **Digital Communications**

17. Procure and maintain digital tools for online campaigning - both single issue and electoral campaigns
18. Support our communications team in setting up systems to measure their digital advertising to advance the promotion of our political messages via digital communications, particularly social media

## Information & communication technology

19. Ensure security of data and network access of national office systems
20. Manage the support ticket system used by staff, and local & regional parties to ensure tickets are resolved within agreed timeframes
21. Overall responsibility for GDPR compliance and data protection
22. Management of all IT systems including Office 365, VOIP system, Windows server, file shares, VPN, active directory, and mobile phones

## Person Specification

Attribute		Essential/desirable
<b>Experience</b>	Working in senior IT/digital function	Essential
	Management and delivery of strategic web and /or IT projects	Essential
	Experience in project management of leading review and transformation of an organisation's use of digital platforms	Essential
	Experience managing social media advertising campaigns and implementing systems to measure web and social analytics	Desirable
	Expertise with Drupal, WordPress, CiviCRM and/or ModX	Desirable
	Management of digital staff and volunteers	Desirable
<b>Skills/abilities</b>	Comprehensive understanding of network architecture and client/server technology	Essential



	Ability to analyse data on the performance of our digital platforms to advance our political objectives	Essential
	Ability to work effectively under pressure and able to plan and prioritise own workload when faced with competing demands	Essential
	Ability to work effectively as a team, and encourage a positive and productive team working environment	Essential
	Strong analytical skills and attention to detail	Essential
	Ability to empower and motivate others	Essential
	Proactive approach to identifying issues and subsequent problem resolution	Essential
	Sound judgement and the ability to make appropriate decisions in a fast-paced environment	Essential
	Confident in providing excellent customer service in person, via email and over the phone	Essential
	Ability to provide technical and non-technical user documentation	Essential
	Ability to manage electoral canvassing databases to support our ground campaigning efforts in achieving electoral goals	Desirable
<b>Knowledge</b>	Understanding of Green Party organisation at local, regional and national level	Desirable
	Knowledge and understanding of DNS	Essential



	Proficiency in HTML, CSS, JavaScript and PHP	Desirable
	Familiarity with relevant campaigns issues and organisations	Desirable
<b>Personal attitudes</b>	Sympathy with the aims and policies of the Green Party, and with development of a more sustainable society	Essential
	Creative and open minded with a willingness to innovate in pursuit of the objectives of the role	Essential
<b>Personal circumstances</b>	Eligible to work in the UK	Essential
	Able and willing to work occasional unsocial hours and outside of normal office hours as required	Essential
	Not a member of another UK political party other than the Scottish or Northern Irish Greens	Essential
<b>Equality</b>	Committed fully to the principle of Equal Opportunities for all in line with Green Party policies	Essential

## **General points applicable to all Green Party of England and Wales jobs:**

1. The Green Party strives to be an Equal Opportunities employer and requires its employees to carry out their work in accordance with its policies on equality of opportunity in relation to employees and volunteers, in promotion of the party's policies and access to the Party's services.
2. Green Party staff are required to abide by any policies in place to ensure, for example, health and safety at work, data protection, etc.
3. Green Party staff may be required to attend Green Party Executive (GPEx) and other meetings and conferences, so long as at least two weeks' notice is given and this does not conflict with leave already agreed. These meetings may take place out of office hours, in which case time off in lieu will be awarded.
4. The Green Party has a democratic structure with annual elections. Employees need to be aware that the organisational priorities which determine their work priorities are decisions of the Executive and may be subject to change as an Executive changes.
5. Green Party staff are assigned goals, work plans, guidelines and priorities by their line managers as part of the annual planning and review system, but are expected to show initiative within this framework in managing their workload to meet the overall goals of the party in line with the organisational plan.
6. Green Party staff are required to request authorisation for any major overtime from their line manager before undertaking any such work and to use an online system to manage their leave and TOIL in conjunction with their line manager.
7. Green Party staff may, from time to time, be required to provide written or oral reports to the Executive.
8. Green Party staff should be open to developmental needs which may arise and work with their line manager to address these needs through training or other routes.
9. Green Party staff are expected to identify and make recommendations to their manager on improving the systems within the office.

10. Green Party staff are expected to participate fully in the Party's teamwork ethos, attend staff meetings, share team duties and responsibilities and develop their work in co-operation with other colleagues.
11. Green Party staff are expected to promote and develop the role of volunteer staff within their area of responsibility in liaison with the HR & Office Manager and in accordance with the current policy on the management of volunteers.
12. Whilst every endeavor has been made to outline all the duties and responsibilities of the post, a document such as this does not permit every item to be specified in detail. Broad headings may therefore have been used, in which case all the usual associated routines and duties are naturally included in the job description. Green Party staff are expected to undertake any other reasonable tasks as requested by the Executive via their Head of Department, CEO or relevant GPEx Coordinator.

This job description may be periodically reviewed in consultation with the post holder.



**Green Party**