**Job description**

**Job title: Digital Manager (0.8FTE)**

**Reporting to:** **Director of Communications and Marketing**

Business Disability Forum is the leading business membership organisation in disability inclusion. We are trusted partners, working with business, Government and disabled people to improve the life experiences of disabled employees and consumers, by removing barriers to inclusion.

* We work with over 600 members employing over 20% of the UK workforce and an estimated 8 million people worldwide.
* We advise, support and encourage businesses (many of them global) to become more disability-smart.
* We influence policymakers by representing the voice of employers and disabled employees.
* We provide evidence-based thought leadership on how business affects the lives of disabled people.
* We help effect changes in business practices, products, services and policies that positively impact the life experiences of disabled people, and also benefit business.

**Our values:**

* **Purposeful** – we are focused on removing barriers to disability inclusion.
* **Evidence-based** – we are informed and driven by unique insights from our membership.
* **Respectfu**l – we are supportive and approachable.
* **Pragmatic** – we find practical solutions that business and Government can implement.
* **Responsive** – we are constantly evolving to meet our Members’ and Partners’ needs.
* **Bold**– we are thought leaders who are not afraid to challenge.

**Job purpose:**

Business Disability Forum has an ambitious digital strategy aimed at ensuring we become the sector-leading provider for digital information, resources and thought-leadership on accessibility and disability inclusion for businesses. We have invested substantially in the last few years to upgrade three of our digital products (website, Knowledge Hub and a self-assessment management tool for our Members).

Our Digital Manager will be experienced, confident and a self-starter who can help us to deliver on our digital strategy, achieve our digital goals, continually improve our digital products, ensure digital accessibility and play a key role in the development of new digital products. You will also line manage our part time Digital Content Officer.

**Key tasks and responsibilities:**

**Product quality and performance**

* Ensure optimum security, stability and performance of our website and digital products.
* Manage maintenance, improvements and developments for all digital products.
* Carry out investigation to troubleshoot and fix issues internally and where necessary, escalate to external digital agency.
* Monitor and evaluate digital product performance and utilise data and user feedback to suggest improvements.
* Manage user experience programme for all our digital products. Conduct regular user testing and analysis of products to ensure they are meeting user needs. (Design and conduct qualitative and quantitative usability tests, produce reports, suggest and undertake steps to improve user experience.)
* Identify, evaluate, record and communicate any risks to digital delivery and implement procedures to avoid or minimize impact.
* Monitor website analytics and user behaviour (with input from Digital Marketing Manager) to identify and action technical improvements.
* Manage a Jira product backlog for all digital products including creating tickets, assigning tasks, monitoring progress and delivery
* Provide point of escalation (beyond Digital Content Officer) for configuration issues and troubleshooting faults across our digital products and services.

**New digital product development**

* Identify opportunities for new digital products as per digital strategy priorities.
* Manage delivery of new digital product developments from start to finish including input to brief, scoping, UAT and accessibility testing in collaboration with the project lead.

**Digital accessibility**

* Lead digital accessibility across BDF to position us as a leader and role model in digital accessibility.
* Ensure the organisation adopts a best practice approach in meeting global digital Accessibility Standards across all products and services.
* Ensure we deliver on our accessibility statement.
* Spearhead initiatives to enhance digital accessibility across all digital products and platforms.
* Lead regular accessibility auditing, reporting and testing ensure continued compliance to agreed WCAG standard.
* Provide guidance and training to internal teams and BDF membership to promote digital accessibility awareness.
* Seek digital accessibility speaker platforms.

**SEO**

* Lead delivery of technical SEO tasks.
* Work with content creators, Digital Content Officer and Digital Marketing Manager to continually improve SEO.

**Digital strategy**

* Manage delivery of the priorities in BDF’s digital strategy (with input from Director of Comms & Marketing) and report on performance.

**Relationship building**

* Build productive relationships across the organisation, identifying and developing engagement opportunities with key stakeholders to ensure project deliverables are understood and accepted by all stakeholders.
* Manage digital project issues and resolve problems proactively, using diplomacy and tact to achieve outcomes whilst maintaining good working relationships.

**Third party suppliers**

* Key contact point for external digital delivery agencies.

**Line management**

* Oversee delivery of work by P/T Digital Content Officer and provide line management.
* Provide cover for BDF staff Service Desk in absence of Digital Content Officer.

**Other (internal operational duties):**

* + Build productive and professional working relationships internally with BDF staff, and externally with Members, Partners, and other stakeholders.
  + Take part in own continuous improvement activities as required.
  + Update and maintain accurate records on the SalesForce CRM as required (training available).
  + Complete, agree with manager, and maintain Objectives and Key Results (OKRs) on a biannual basis.
  + Be familiar with and at all times adhere to BDF policies, procedures and values, as set out in the Staff Handbook.
  + Promote and comply with BDF policies on equality and diversity both in the delivery of services and in working relationships and treatment of others.
* Any other duty as may be assigned that is consistent with the nature of the job and its level of responsibility. Any changes will be made in consultation with the post holder.

**Line management responsibilities:**

* PT Digital Content Officer.

**Working contacts**

**Internal**

* Director of Communications and Marketing
* Digital Marketing Manager
* Digital Content Officer
* Head of Content
* Membership team
* Colleagues within the wider team.

**External**

* Digital agency.

**Person specification**

We may assess how candidates and post-holders meet the criteria through: application (A), interview (I) or testing (T). Adjustments will be made for all candidates throughout the recruitment process.

**Experience**

**Essential**

* Experience working as a Digital Manager, preferably in a business facing organisation. (A & I)
* Professional experience maintaining a WordPress Content Management System (A, I).
* Experience of monitoring SysOps - hosted server, CPU, storage, servers, domains, DNS, monitoring and acting quickly on critical issues.
* Experience of managing complex digital enquiries and troubleshooting issues (A, I & T).
* Experience of carrying out usability and accessibility testing A & I).
* Experience delivering websites and digital products that are accessible to disabled people. (A & I).
* Experience using a ticketing system to log and progress user issues, preferably Jira. (A&I)
* Experience of managing the development of complex digital products from a third-party supplier from start to finish. (A & I)
* Experience of using digital tools to work collaboratively and productively, (A & I).

**Skills**

**Essential**

* Understanding of CSS and how to impact elements either in page builder or through custom CSS to fix things outside of the theme (A & I)
* Excellent written and verbal skills (A, I & T).
* Excellent attention to detail and accuracy (A, I & T).
* Ability to calmly troubleshoot and find solutions to issues (A, I & T)
* Ability to prioritise, make decisions and work autonomously (A & I).
* Excellent project management skills (A&I)
* The ability to build and maintain effective relationships, (A & I).
* Excellent IT skills with a good working knowledge of Microsoft Office (A, I & T).
* Line management experience (A & I)

**Desirable skills**

* Use of Kadence / Gutenburg blocks, SemRush, Rank Math and WordFence or equivalent tools (A & I)

**Knowledge & Attributes**

**Essential**

* Outstanding digital accessibility knowledge. Comprehensive knowledge of Web Content Accessibility Guidelines (WCAG) and techniques to meet WCAG for web, mobile and documentation. (A, I & T).
* Excellent knowledge of WordPress CMS (A & I)
* Excellent knowledge of SEO and SEO tools (A, I &T)
* Keen to work as part of a team to maintain the quality of BDF’s digital products. (A & I)
* Committed to undergoing any further training required to fulfil the role (A & I).

**Desirable**

* Knowledge of Kadence theme (A & I)
* Knowledge of Learn Dash platform (A & I)
* Knowledge of and interest in issues affecting disabled people (A & I).
* Knowledge of or interest in the charity/not for profit/membership sector (A & I).

**Qualifications**

**Desirable**

* CPACC qualification (A & I)
* Computer science qualification (A & I)

**Equal opportunities**

We are committed to becoming disability-smart and an employer of choice irrespective of race (which includes colour, nationality and ethnic or national origins), sex, sexual orientation, gender reassignment, religion or belief, marital or civil partnership status, age, disability, or pregnancy and maternity. The ethical and business case of ensuring that our workforce is representative of wider society is at the heart of what we do.

**When we are recruiting, disabled candidates who meet** **all of the essential criteria will be offered an interview.**

**General terms and conditions of employment**

**Based:**

We are a hybrid workforce, with the majority of staff coming into the office one day per week to work with their team. Our team day is Monday. We are happy to discuss flexible working options with suitable candidates. The office is based at Dowgate Hill House, 14-16 Dowgate Hill, London, EC4R 2SU.

**Hours:**

9am to 5pm, 4 days or 28 hours per week; we are happy to discuss alternative work patterns.

**Length of contract:**

Permanent.

**Salary:**

FTE £43,000pa, pro rata £34,400pa + benefits

**Probationary period:**

Six months.

**Annual leave:**

Full time equivalent is 25 days per annum plus statutory and bank holidays (usually 33 days in total), pro-rated to the employees working pattern.

**After 3 months:**

* Workplace Pension Scheme 8% of gross salary.
* Permanent Health Insurance.
* Group Death in Service (Life Assurance 3 x Annual Salary).
* Private Medical Insurance Scheme, or
* Private Medical Cashback Scheme.
* Employee Assistance Programme.

**Accessibility statement**

Business Disability Forum is committed to ensuring that all its information, products and services are as accessible as possible to everyone. If you wish to discuss anything about accessibility or adjustments, or if you would like this job description or other application information in a different format, please contact Barnaby Powell:

Tel: 020-7403-3020.

Email: [hr@businessdisabilityforum.org.uk](mailto:hr@businessdisabilityforum.org.uk).