**UNISON**

**Digital Projects Officer**

**Communications Unit**

**2 Years Fixed Term Contract**

**Ref: CCP/CU/FF03**

**JOB DESCRIPTION**

Grade: 4

Hours: 35 per week

Location: UNISON Centre, London

Reports to: Digital Manager

**Overall Summary**

UNISON is the UK’s largest public service union, representing some 1.3 million people working in local government, the NHS, schools and colleges, police staff, utilities, the community and voluntary sector and for private companies providing public services.

We are embarking on a major two-year digital work programme, which aims to transform the reach and quality of our digital engagement with members nationally and down to the level of thousands of individual branches. To make this possible will rely on putting in place innovative and powerful digital systems, tools and solutions.

The Digital Projects Officer will oversee the development, delivery, rollout and ongoing maintenance of a wide-range of member and public-facing digital assets and platforms.

You will have a singular focus on user experience, keen to deliver impactful digital solutions that meet exceed member’s expectations, and make UNISON staff more effective and efficient in doing their work – be they communications, organising, human resources or membership administration staff.

You’ll be adept at gathering insights from all stakeholders in order to build user-focused requirements and deliver projects that transform UNISON’s digital offering. You’ll understand how to manage projects to get things done: balancing the need for documentation with the need to get on and trial, test, iterate and improve the products you’re delivering.

You will be technically proficient, able to ‘get under the hood’ of key systems and configure them. Though you’re not necessarily a coder or developer, you’ll know enough about development processes to more than hold your own in conversations with technical colleagues and suppliers, ensuring that UNISON gets the best products delivered in the most cost-effective way.

You will be required to deal with a range of people both inside and outside UNISON, so good communications skills and the ability to adopt different management styles are essential to succeed in this role. You are always ready to roll up your sleeves and pitch in wherever you might be needed, a key trait for a team that has a busy few years ahead of it.

This job is offered as a two-year, fixed-term contract with a particular focus on delivering a wide range of innovative digital products that support us in engaging current and potential members.

Responsible to: Digital Manager

**Key Responsibilities:**

* Develop, monitor and evaluate long-term product development plans for key identified digital products including the website, Salesforce, Engaging Networks and others.
* Plan and project manage the delivery of digital tools and systems, from requirements specification to planning, rollout, training and support.
* Oversee support and maintenance of existing digital systems and tools, including bug reporting, configuration and quality assurance.
* Provide expert guidance and support to the staff and members teams utilising and promoting products, including training, reporting, analysis and support at meetings.
* Develop and maintain a roster of current and potential suppliers for digital systems, development and support.
* Act as first point of contact for key digital suppliers, coordinating ongoing work, tracking delivery against targets and budget, handling concerns and requests for information.
* Liaising and networking with a range of stakeholders including customers, colleagues, suppliers and partner organisations.
* Developing UNISON’s understanding of better digital tools and practices through writing guides or blogs, delivering training and providing advice, guidance and support to staff.
* Horizon scan and identify opportunities for employing innovative digital solutions to improve the quality, reach or effectiveness of UNISON communications, campaigns or day-to-day work.
* Understand, work within and promote UNISON’s key aims and values, organisational objectives and priorities as decided by the general secretary, senior officers and the national executive council.

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**PERSON SPECIFICATION AND SELECTION CRITERIA**

UNISON is an equal opportunities employer, committed to providing equal opportunities regardless of race or ethnic origin, gender identity, family situation, sexual orientation, disability, religion or age. This person specification is designed to help members of interviewing panels judge the qualities of the interviewees in a systematic and consistent way, and in accordance with UNISON’s equal opportunities policy. It is given to all job applicants for information.

**Assessment code**

**A = Application form**

**P = Presentation**

**PI = Panel interview**

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| --- | --- | --- |
| **Heading** | **Selection criteria** | **Assessment method** |
| **1. Knowledge** | 1.1 Experience of developing user-focused requirements specifications using techniques including including interviews, surveys, workshops and use cases and documenting them through user journey processes, personas and wire-framing techniques.  1.2 Experience of developing testing programmes to ensure systems and tools offer the best user experience.  1.3 Experience of managing project delivery according to best practice and governance in either Agile or Waterfall methodologies.  1.4 Experience of delivering complex programmes of work, including multiple projects and systems.  1.5 Experience with at least one contact relationship management tool, such as Salesforce, Microsoft Dynamics and one website content management system such as Wordpress or Drupal.  1.6 Experience with using website tracking and analysis tools, ideally Google Tag Manager and Google Analytics, and online testing or conversion optimization processes / tools.  1.7 Experience of managing the implementation of complex multi-channel campaigns (email, search, social, direct mail, call centre), particularly with a focus on systems integration.  1.9 Experience of service design, user experience and customer insight.  1.10 Solid working knowledge and exposure to web-based applications and platforms with a basic knowledge of web based technologies front end and server side. | **A/P/PI**  **A/P/PI**  **A/P/PI**  **A/PI**  **A/PI**  **A**  **A/P/PI**  **A/P/PI**  **A** |
| **2. Thinking skills** | 2.1 Ability to critically analyse project requirements for clarity, feasibility and consistency with stated objectives, and positively challenging where appropriate.  2.2 Ability to recommend either tactical or full development solutions to meet project requirements.  2.3 Ability to plan long-term, considering different priorities and urgency and prioritising projects and work accordingly.  2.4 Ability to take the users perspective and act as an advocate for improved user experience.  2.4 Ability to apply a rigorous analytical approach to identify issues and propose solutions quickly.  2.5 Ability to develop structured business cases based upon sound principles taking into account all the available information.  2.6 Ability to design business processes and map to digital systems and solutions – identifying innovations to support better working practices.  2.7 Ability to understand, work within and promote UNISON’s key aims and values and develop data strategies to support these. | **A/P/PI**  **A/P/PI**  **A/PI**  **A/PI**  **A/PI**  **A/PI**  **A/P/PI**  **PI** |
| **3. Interpersonal and communications** | 3.1 Good professional spoken and written communication skills.  3.2 Ability to form strong influential relationships with key internal and external stakeholders.  3.3 Ability to advise colleagues, clients and suppliers on digital systems, tools and strategies.  3.4 Ability to negotiate with stakeholders and win support for digital approaches and solutions.  3.5 Good people skills and ability to work collaboratively with colleagues in the communications team and across the union.  3.6 Ability to describe and present work in front of groups of stakeholders. | **A/P/PI**  **PI**  **A/PI**  **A/PI**  **PI**  **A/P/PI** |
| **4. Physical skills (with DDA modification if necessary)** | 4.1 Excellent keyboard skills | **A** |
| **5. Initiative and independence** | 5.1 Ability to proactively identify opportunities for quick wins and deliver these  5.2 Ability to remain calm under pressure  5.3 Ability to use energy, enthusiasm and persistence to persuade and influence stakeholders  5.4 Ability to organise, prioritise and schedule work within an agreed set of priorities or work programme.  5.5 Ability to lead on digital initiatives, develop a plan and influence and negotiate with colleagues and stakeholders to implement the plan.  5.6 Ability to lead on specialist area of work and report to senior managers, lay members and colleagues.  5.7 Ability to set up and monitor an evaluation framework, reporting as necessary to stakeholders. | **A/PI**  **A/PI/P**  **A/PI**  **A/PI**  **A/PI**  **A/PI**  **A/PI** |
| **6. Team working** | 6.1 Experience of working as part of a creative team; briefing and working collaboratively with professional colleagues to deliver a work programme across different areas of responsibility.  6.2 Ability to influence and negotiate with colleagues with confidence and maintaining a positive and creative working relationship.  6.3 Ability to join and contribute to short term or ad hoc working groups around particular projects.  6.4 Ability to work across ad hoc or virtual teams including external agencies. | **A/PI**  **A/PI**  **PI**  **A/PI** |
| **7. Responsibility for resources** | 7.1 Ability to work with external agencies and colleagues within a designated budget to ensure value for money.  7.2 Experience of working with organisational knowledge and information resources.  7.3 Experience and understanding of key issues around working with membership data, including data protection and privacy. | **A/PI**  **A/PI**  **A/PI** |

##### **Other Information**

Please submit **three** copies of your completed application form if submitting by post.

Completed application forms must be sent to [j.besserman@unison.co.uk](mailto:j.besserman@unison.co.uk) or alternatively post to Jon Besserman, Communications Unit, UNISON, UNISON Centre, 130 Euston Road, London NW1 2AY quoting **ref: CCP/CU/FF02** byno later than **5pm on Monday 19 September 2016.**

Interviews will take place on 28 September 2016.