

DIGITAL PROJECT MANAGER CANDIDATE INFORMATION

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INTERNAL OPPORTUNITY

DIGITAL PROJECT MANAGER

FULL TIME, FIXED TERM – 6 MONTHS

Based within our Marketing team and reporting directly to the Head of Digital Marketing, you will be responsible for:

- Digital Project Management
 - Managing the execution of a number of digital projects
 - Working closely with IS, Marketing and other departments to implement changes to the website
 - Providing initial concept evaluation and justification
 - Developing user centred solutions
 - Delivering projects within scope to a high quality
- Email marketing
 - Providing cover for email marketing, website content changes as and when holiday / other absences within team occur

Candidates must have:

- Established digital project management experience
- The ability to deal with multiple projects across multiple stakeholders
- Specification Writing skills for IS
- A good understanding of website best practice
- Basic html skills
- Experience of using website analytics data
- Excellent communication, organisation and presentation skills
- The ability to influence as well as being proactive with plenty of initiative



thewinesociety.com

THE WINE SOCIETY

JOB DESCRIPTION

Job title: Digital Project Manager (6 month fixed term contract)

Department: Marketing

Reports to: Head of Digital Marketing

Job purpose:

Digital project management

Manage the execution of a number of digital projects. In conjunction with IS/IT, Marketing and other departments, work closely with product owners to implement changes to the website. Responsibilities include providing initial concept evaluation and justification, developing user centred solutions, and delivering projects within scope and to a high quality.

Providing cover for team members

In case of holiday or absence of other team members, to provide cover for email marketing, website content changes and other ad hoc work.

Main Duties:

- Research digital customer journey best practice to assist with project definition, using analytics or other research methods
- Draft and manage project plans for assigned digital projects including responsibilities & deadlines
- Work with the IS/IT team to agree project scope and draft project specifications, obtaining sign-off from relevant parties
- Coordinate user centred design and mobile-first experience
- Champion agile ways of working through proactive decision-making and speedier turnaround of project actions
- Regularly communicate with stakeholders on progress, risks, and issues, and manage expectations
- Coordinate projects and testing to completion
- Draft, agree and execute internal & external project launch communications plans

- Write training documents / deliver training sessions to the business as required
- Work with analysis team to measure project success

Other duties:

- Manage website bottle shot photography process
 - Provide holiday / absence cover for Digital Marketing Manager (website content changes and design / send of marketing emails)
 - Provide holiday / absence cover for Head of Digital Marketing
-

Health and Safety:

All employees have a responsibility to carry out their work in a safe manner, reporting any incidents or problems to their Team Leader or Manager and taking all reasonable steps to minimise risk to both self and others.

Variation:

The Society reserves the right to make reasonable variations or amendments to the duties and responsibilities of the post holder at any time according to the needs of the business.

PERSON SPECIFICATION

| | |
|-------------------|--------------------------------|
| Job Title | Digital Project Manager |
| Department | Marketing |

| Attribute | Essential or Desirable | Assessment Method: | | | | |
|---|-------------------------------|---------------------------|----------|----------|-----------|----------|
| | | CV | T | I | PP | O |
| CV = Curriculum vitae T = Test I = Interview PP = Personality profile O = Other | | | | | | |
| Experience | E/D | CV | T | I | PP | O |
| 1. Established digital project management experience | E | x | | x | | |
| 2. Dealing with multiple projects across multiple stakeholders | E | x | | x | | |
| 3. Specification-writing for IS | E | x | | x | | |
| 4. Good understanding of website best practice and the importance of good usability and mobile experience for ecommerce organisation(s) | E | x | | x | | |
| 5. Use of website analytics data to assist with decision-making | E | x | | x | | |
| 6. Executing projects using agile methods | D | x | | x | | |
| Knowledge & Skills | | | | | | |
| 7. Excellent communication skills | E | | | x | | |
| 8. Excellent organization skills | E | | | x | | |
| 9. Able to influence | E | | | x | | |
| 10. Good presentation skills | E | | x | x | | |
| 11. UX design understanding | D | | | x | | |
| 12. Basic html skills | E | | x | | | |
| 13. Content management (experience of using a CMS an advantage) | D | | | x | | |
| 14. Experience of email build & send | D | | | x | | |
| 15. Photoshop/dreamweaver experience | D | | | x | | |
| Qualifications | | | | | | |
| 16. Educated to degree level | E | x | | | | |
| Personal Attributes (attitude) | | | | | | |
| 17. Proactive with plenty of initiative | E | | | x | | |
| 18. Open to new ideas | E | | | x | | |
| 19. Team player | E | | | x | | |

EMPLOYEE BENEFITS

At The Wine Society we are proud of our benefits package; here are some of the benefits you could enjoy as an employee:

Holiday

Holiday entitlement varies according to length of continuous service starting at 23 days and rising to 30 days per annum.

You are also entitled to paid leave for Bank and Public Holidays.

Holiday Purchase Scheme

Employees may purchase up to two additional weeks of annual leave each year.

Pension Plan

We operate a Pension Plan to which both the employee and The Society contribute. These contributions are invested by external investment managers to create a fund for retirement.

Life Assurance

Life assurance is effective from the start of employment at the rate of four times salary.

Private Medical Insurance Scheme

All our employees are offered the protection of a private health insurance scheme currently operated by BUPA. It is 'free' to employees (although it is a taxable benefit) and you are able to include your partner and/or children at a discounted rate.

Permanent Health Insurance

This scheme is designed to provide the security of a continuing income if sickness or injury results in long-term absence.

Staff Discount

Employees are eligible to enjoy staff discount immediately upon joining.

Simply Health (formerly HSA)

Employees may contribute weekly or monthly to buy health benefits (e.g. optical, dental and maternity treatment).

Company Sick Pay

A comprehensive scheme; entitlements are linked to length of service.

Staff Interest Free Loan Scheme

The loan scheme is intended to allow staff to borrow money for expenditure that would not be classified as part of a regular household budget.

Sports & Social Club

The Social Club is run on a voluntary basis by employees for employees.

Car Parking

Free on-site parking in Stevenage.

Staff Restaurant

Complete with TV and games area.

Health

Regular health checks and annual flu vaccinations are available to all employees.

Further details on all of the above benefits can be obtained from Human Resources upon joining The Society.

How to Apply

As part of any recruitment process, the Wine Society collects and processes personal data relating to job applicants. We are committed to being transparent about how we collect and use that data and to meeting our data protection obligations. For full details, please see our Job applicant privacy notice that can be found on our website on the page entitled “Jobs at The Society”. If you would prefer to receive the document in an alternative format, please contact the Human Resources team who will arrange this for you.

Please submit a comprehensive CV, detailing your most significant achievements, together with a covering letter that addresses the criteria in the candidate profile. You should also ideally include details of your salary expectation and any notice period.

Applications may either be emailed to harknessa@thewinesociety.com or posted to the address below:

Andrea Harkness
Human Resources Adviser
The Wine Society
Gunnels Wood Road
Stevenage
Hertfordshire
SG1 2BT

Key Dates

Application closing date will be 12 noon on Wednesday 19th December 2018