Person Specification

This form lists the essential and desirable requirements needed in order to do the job.

Applicants will be shortlisted **solely** on the extent to which they meet these requirements.

Job title: Digital Programme Manager

Department/Division: Communications Division   **Accountable to:** Head of Digital

Competency	Criteria	E/D
Knowledge and Experience	Proven track record of planning and delivery of large and small digital projects, often involving multiple delivery teams and/or multi-disciplinary delivery teams.	E
	Expert resource management with a natural ability to direct and lead, set project objectives, manage priorities and dependencies, mitigate risks and report status updates to teams and stakeholders	E
	Expert project management and organisation skills with demonstrable experience of the complete digital project lifecycle from discovery thorough to technical build lifecycle and proven project planning skills including agile and waterfall methodology	E
	Expert understanding of latest web technologies and the digital platform environments required to ensure functionality, reliability, data integrity and security	E
	Detailed understanding of content strategy, SEO, analytics and social media	E
	Detailed understanding of content management and production policies and procedures and a strong understanding of content management systems	E
Communication	Excellent communications, presentation and influencing skills and knowledge of digital communications best practice	E
	Strong influencing and negotiation skills, with an ability to communicate technical information to a non-technically minded audience	E
	Expert knowledge of creating compelling user experience narratives and be able to communicate these clearly and assertively to stakeholders	E

Teamwork and Motivation	Strong leadership skills and the ability to juggle multiple projects whilst still guiding and monitoring a digital delivery team	E
	Ability to plan work sprints and keep team motivated whilst on task	E
Liaison and Networking	Ability to keep up to date with digital innovation and market trends	E
	Ability to build and use effective relationships with a decentralised academic and professional services community	E
	Ability to build relations of trust with senior management on all matters relating to digital delivery and keep stakeholders updated throughout project lifecycle	E
Service Delivery	Demonstrable experience of working on web, mobile, apps, intranet and e-commerce projects in an account manager or project manager capacity	E
	Ability to deliver heavy workload under sustained pressure and to make critical decisions relating to project scope, timing and budget of digital projects	E
Decision Making	Ability to make commercial decisions on the value (tangible or intangible) of strategic digital initiatives or projects and express these decisions with clarity and logic	E
	Experience of providing first-rate judgement on all issues of professional and managerial concern	E
Planning and Organising Resources	Experienced in planning and managing both large and small digital projects, often involving multiple delivery teams and/or multi-disciplinary delivery teams.	E
	Strong Project Management methodology/framework experience - including Agile/Scrum and Prince2	E
	Experienced in using JIRA and Confluence or similar project management technology	E
	Ability to manage cash budgets	E

E – Essential: requirements without which the job could not be done.
D – Desirable: requirements that would enable the candidate to perform the job well.