Digital Project Manager (Education)

DIRECTORATE:	Operations
SECTION:	Digital Education
REPORTING TO:	Digital Learning Lead
CONTRACT:	Fixed Term until end of June 2020. Full-time 35 hours per week.

WORKING RELATIONSHIPS:
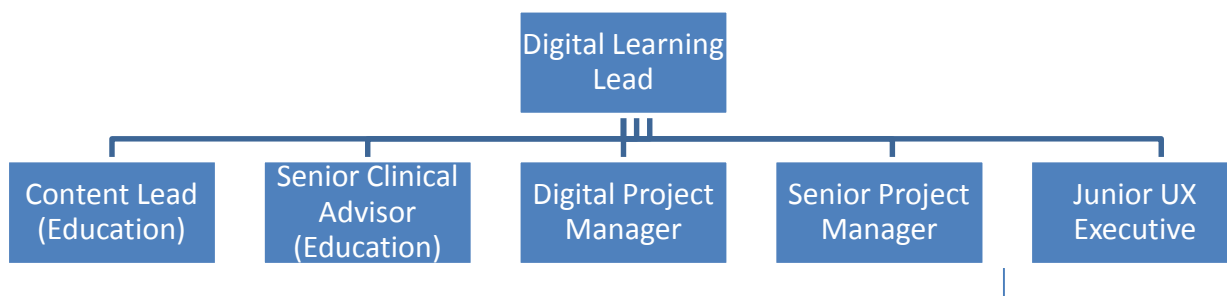
Inside Diabetes UK
All teams, directorates and project groups across Diabetes UK (nations and regions)

Outside Diabetes UK
Technical agencies, user experience agencies, creative content agencies, developers, health-related charities, commercial organisations in the health and behaviour change space, people living with diabetes, their carers, and health care professionals

EDUCATION TEAM:

The Education team will be optimising the online, personalised e-learning and behaviour change platform: Learning Zone. It lives on the Diabetes UK website behind Login, and features user-targeted educational content. It aims to help people better understand and manage their diabetes. This may include adapting some aspects of their diet and lifestyle, and knowing how to protect themselves against preventable complications. An important driver is the need to empower people living with Diabetes to self-manage their condition and lead a healthier life.

Learning Zone aims to aid knowledge acquisition and skills but also facilitate improvements in self-care and help individuals embark on behaviour change activities and sustain them. Content development is informed by behaviour change and education theory and is supported by a strong evaluation framework with a range of feedback mechanisms to rigorously assess the performance of the content and its impact for users. The Education team will inform the development of Learning Zone with insights from user testing and market research. An iterative programme of improvements will also be carried out this year as Learning Zone is part of the organisation's Digital Learning Priority Impact Area (PIA).

OVERALL PURPOSE OF THE JOB

Reporting to the Education Project Manager and working collaboratively in a small team of specialists, the Digital Project Manager (DPM) will assume responsibility for the technical development of the charity's new digital education resource.

The charity's online education platform, Learning Zone has been live for over a year now. It is built on an open-source Learning Management System that has been adapted to enable the charity to dynamically deliver personalised education content based on a bespoke user registration and content tagging system. The DPM will assume responsibility for the optimisation of the LMS and manage and direct the work of external technical agencies to increase the LMS' stability, flexibility and functionality. The DPM will ensure content delivery results in an effective user experience online and will implement the recommendations coming out of User Testing and Market Research to aid delivery of this work

Learning Zone is part of a wider Priority Impact Area (PIA) for the charity focussed on Digital Learning, and the DPM role is a critical part of the team to enable accelerated development of this exciting new programme of works. The role is focussed on managing optimisation work from scoping/prioritisation with the education team through to the development work by our external agency. The platform will be continually evolving and benchmarked against competitors to keep it best in class.

MAIN DUTIES AND RESPONSIBILITIES:

1. Assume management and responsibility for the effective delivery of the education team's optimisation phase of platform development

2. Manage relationships and co-ordinate work with external technical agencies & suppliers. This will include development and management of retainers and/or Service Level Agreements (SLAs) with the technical agencies.

3. Produce technical briefs to evolve functional and interactive development of Learning Zone. Briefs will be broken down into "user stories" and jointly scoped with the charity's technical agency so they can be organised into "sprints" of development.

4. Articulate, schedule and manage delivery of technical development work-streams on time and on budget. Deliver technical work / direct external technical agencies to develop new H5P elements that integrate with the charity's Learning Management System

5. Co-ordinate work and phased testing of new content, content variations and new functionality across staging and production environments. Introduce and integrate a new User Acceptance Testing (UAT) environment.

6. Identify errors/bugs and rectify or direct external technical consultants to deliver solutions

7. Utilising agile project management techniques, deliver optimisation, adaptation and evolution of the technical development of the platform and its functionality and user experience. Innovate, evolve, and refine this processes and methodology to meet platform development needs

8. Be responsible for the reporting on optimisation progress to the education team. Work with the education team to liaise with and involve teams across the organisation as and when required to deliver the optimisation work

9. Support the team to evolve tags/attributes/taxonomy framework as content assets grow or are optimised. Deliver functional solutions to dependency/logic problems that cannot be solved through content variation approaches.

10. Work with team members to lead and deliver an on-going process to improve user experience/functionality development

11. Co-ordinate development work to deliver a more personalised/interactive experience.

12. Oversee the technical aspects of structural changes to module/lesson presentation and deliver technical solutions to enable push/pull data communication between the dashboard and learning modules.

13. Develop, deliver and manage an email prompts system to enable more effective two-way communication between user and Learning Zone.

PERSON SPECIFICATION:

The best person for this job will be able to:

- Demonstrate a proven track record of managing and directing the development of innovative digital projects from early development to implementation
- Take responsibility for own development and continuously update knowledge and understanding of trends within their field.
- Demonstrate accountability by taking personal responsibility for results and outcomes.
- Effectively communicate with and influence others by building effective relationships on an on-going basis. Listen effectively, encourage dialogue and seek to develop mutual understanding.
- Instigate, embrace and managing change in a quickly evolving digital landscape

- Deliver consistent high quality user experiences
- Work under pressure and meet tight deadlines
- Deliver effective solutions to complex technical challenges

The best person for this job will have experience in:

- Project management of digital projects and development of online projects with clear experience in the role
- Managing and directing external technical agencies to deliver work in a thorough and efficient manner
- Managing and developing work through open source Learning Management Systems and Content Management Systems
- Strong agile project management skills including financial stewardship / budget management, project planning, time management, implementation and evaluation

The best person for this job will be:

- Educated to degree level and demonstrate equivalent experience in a similar role
- An ambitious, solutions-focussed individual who is creative and tenacious
- Flexible and able to support the education team as needed
- Passionate about how digital solutions can deliver health information and content to help people lead healthy, happy lives
- Analytical, thorough and a talented problem solver
- Able to think strategically
- Able to work unsupervised and under own initiative.
- A strong and compelling advocate for digital content developed through an iterative user-centred design approach