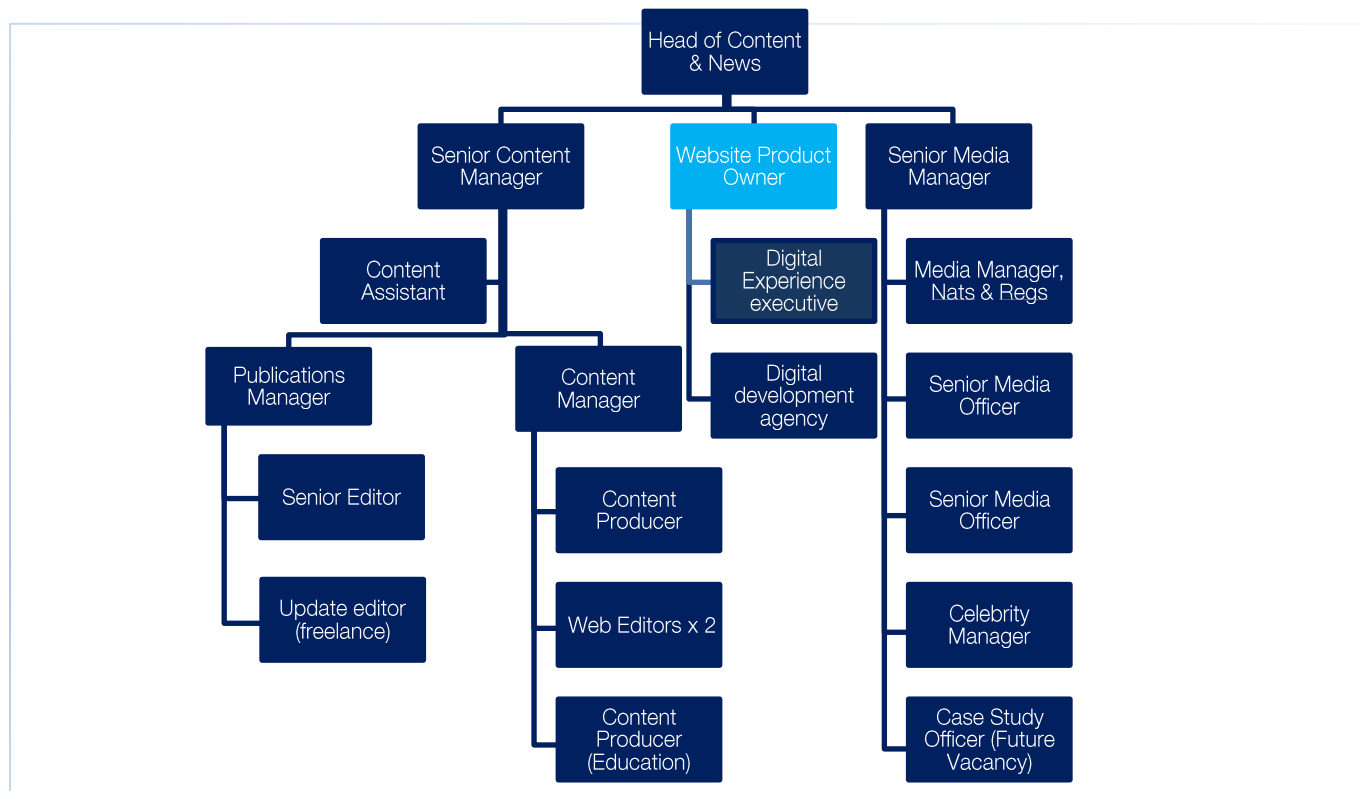


## Job Title – Website Product Owner

DIRECTORATE:	Engagement & Fundraising
TEAM:	Content & News
REPORTING TO:	Head of Content & News
CONTRACT	Permanent



## WORKING RELATIONSHIPS:

### Inside Diabetes UK

All Directorate and teams across Diabetes UK, closely collaborating with and managing internal stakeholders who influence key digital audiences. Close liaison with the Head of Digital and the Digital Insights Manager. As a senior manager in the Content & News team, you will be building close relationships with your peers, including the Senior Media Manager and the Senior Content Manager.

### Outside Diabetes UK

Diabetes UK end users, digital visitors, bloggers, Diabetes UK members, supporters, volunteers and voluntary groups, members of the general public, healthcare professionals, suppliers, freelancers, creative and digital agencies, and health-related charities and organisations.

## OVERALL PURPOSE OF THE JOB

Diabetes is a complicated condition. Our website needs to make it simple for visitors to find out more about it. And more about us.

With our end user audiences ranging from people with diabetes to those at risk, healthcare professionals, volunteers, campaigners, fund-raisers and researchers, you'll have the passion and expertise to create (or design) easy-to-use and engaging customer journeys for all. As the Website Product Owner, your role will be pivotal to the success of Diabetes UK's content and media activities, proactively identifying opportunities to increase our digital content's reach and awareness, engaging visitors to stay for longer, discover more about the condition and more about the charity. Strategic and innovative, you'll be a skilled problem-solver, guided by insights and analytics, in planning and delivering iterative, end-user focused improvements.

You'll be up-to-date with the wider digital sphere, aware of competitors and looking out for digital innovations that could help improve our visitor experience of the website and our future impact as a charity.

Directly managing a digital exec - and an external digital agency - you'll also work closely with a wide range of internal stakeholders, building strong relationships and a deeper knowledge of the charity as you seek ideas and feedback on proposed new developments and how they'll positively impact the cause.

## MAIN DUTIES AND RESPONSIBILITIES:

- Lead the strategy for optimising the website experience around our users and our cause, liaising with wider digital teams to align plans and changes alongside other platforms and products.
- Develop a roadmap of on-going digital improvements, based in insights and analytics, to ensure that charity and end-user requirements are being met, if not exceeded.
- Produce and develop the website personalisation plan to drive up engagement and conversions, including taking ownership of the Diabetes & Me content curation tool, ensuing journeys are optimised, accurate and that consistent taxonomy tagging is in place and project managing new developments.
- Manage a range of internal and external stakeholders to ensure you have both a deep understanding of the problems that the website can help solve and also to keep key colleagues informed and on board, as new developments are rolled out.
- Leverage and optimise the digital environment to enhance the impact of content and media outputs, informed by an understanding of our online and offline channels and integrating them where appropriate.
- Collaborate closely with the content and media teams, advising and guiding on improvements that will help support improved reach, awareness and deeper engagement.
- Lead and facilitate user journey and content mapping workshops to ensure new content guides the user through the website effectively and audiences reach the right information for them.
- Monitor competitor developments and other digital innovations to inform and contextualise changes and updates for the Diabetes UK website.
- Work closely with the Insights Manager, takes responsibility for identifying and reporting on KPI's and developing and maintaining an effective digital content dashboard.
- Take responsibility for developing the improved information architecture of our website.
- Plan and manage budgets connected to CMS improvements and activity.

- Take responsibility for managing ongoing development of the platform alongside the digital programme team and our agency. Contribute digital project management expertise to the wider Content and News team.

## PERSON SPECIFICATION:

### The best person for this job will have the following skills:

- **An excellent communicator:** Able to adapt to different teams and personality styles. Skilled at keeping key stakeholders up-to-date, whether in person, at key presentations or in meetings. Able to clearly communicate the vision between the small backlog items and the larger business goal. Managing expectations and feedback across the organisation.
- **A good listener:** Whether it's end users or internal stakeholders, this role requires curiosity and a thirst for more information and insights in planning each development, informed by all views and requirements.
- **Vision and commitment:** Demonstrate commitment to each project, the charity vision, the team and the business, taking ownership of the process and each project's success. Align the product vision with the company's vision and needs.
- **Highly organised:** Prioritises the product backlog aligned to the organisation's priorities and vision, manages workload for team appropriately, aligns with Marcomms project plans and manages expectations in a complex and demanding working environment. Knows when and how to say 'no'.
- **Aims to exceed end user expectations:** Truly understands the website end user audiences, their motivations and goals and how the site not only meets their needs but exceeds them.

### The best person for this job will have the following experience and qualifications:

- IT literate, with an excellent understanding and experience of website capabilities (and associated products) and their impact on the business.
- Project management experience and use of agile methodologies with previous experience in product development and management.
- An established understanding of all aspects of Customer Engagement activities and insights using a website, with responsibility for developing, implementing, managing, monitoring and evaluating online content and digital communication activity.
- Proven experience of successfully increasing reach and engagement through social media and online communities.

### The best person for this job will be:

- Knowledgeable and passionate about website development and other digital platforms and channels.
- Interested in design, usability and accessibility.
- Possesses excellent interpersonal skills and the ability to work with and influence staff at all levels.
- Strong project management skills including project planning, time management, budget setting and monitoring, supplier selection and management, implementation and evaluation.
- Ability to work unsupervised and under own initiative.
- Willingness to work some evenings and weekends in line with business requirements (minimum of 5 occasions a year).