

**Engage  Britain**

**Head of Digital Application Pack**  
**Job Ref: EBHD0010**

Dear Applicant,

We are delighted that you are interested in joining Engage Britain. This is an exciting charity with funding to allow us to plan over a five-to-ten-year period.

We are building up our team and have already made appointments in various areas including communications, digital, projects and operations and are now looking for an exceptional Head of Digital to join us.

Engage Britain has been set up to bring together people from across the country to find ways forward on the biggest challenges we face; challenges that affect everyone. We know that things like access to health and care services, how we recover from the effects of Covid-19 and ensuring opportunities for families living in poverty are hugely important, and that issues like immigration may split opinions. Sometimes challenges of this scale feel unsolvable; too big or too divisive to tackle. But we think the opposite. We believe that the people of Britain can and will come up with ways forward, by working together, trusting each other and learning from others.

Engage Britain will bring people together to share their skills, knowledge and experiences, and find answers to these challenges. But we won't stop there. We'll then work with people – communities, citizens, practitioners, politicians – to make these ideas happen. Ultimately, our ambition is to make Britain a better place for us all to live.

We are a flexible employer and welcome applications from candidates who might want to work flexibly. We are particularly interested in hearing from candidates who are based across the UK.

If, having considered this brief, you believe you have the skills and qualities we are looking for, we very much look forward to hearing from you.

**Julian McCrae**  
**Director**



# About Engage Britain

## Our approach

Engage Britain will put people at the heart of policy development, ensuring that those who are affected by policies can contribute their knowledge and experiences to their creation. Great ideas come from combining our different views, knowledge and experiences, so we'll bring people together to talk and listen. Where voices have been excluded or unheard, we'll make sure we're all equally involved in finding answers. Where the problem is rooted in our differences of opinion, we'll work together to build on the things we agree on.

As ideas emerge, we will test these ideas, learn from and re-test them until everyone is confident they will make a positive difference. And then we'll work together – with citizens, practitioners, communities and politicians – to make them happen and use them to improve people's lives.

Our differences are not something to be feared; our differences will enable us to create imaginative, practical and radical answers to the problems our country faces.

## Our work

How we approach the challenges our country faces needs to change – and fast. We believe that the people of Britain hold the answers. In local communities across our country, people are already providing radical, simple answers to tackle seemingly impossible problems. We need to transfer this energy and ingenuity to tackling the challenges facing the entire nation. The people of Britain understand the challenges we all have, and great ideas come from combining our different views, knowledge and experiences. By working with and learning from each other, we can together develop new solutions to our greatest challenges and make Britain a better place for us all to live.

In 2020, Engage Britain will start work on our first challenge. 'Health and care' has been identified as the top challenge facing the country through work Engage Britain has done with a variety of audiences. Our success will depend on those directly affected by the issues being central to our work. We will work in partnership with service users and practitioners, and with think tanks, advocacy organisations, academics and others in the health and care sector. At each stage of the project we will test emerging solutions with members of the public, practitioners, experts, politicians and policy-makers, so we ensure that they have mass appeal, are practical, implementable, affordable, and have political traction.

## Our vision

Within three years, Engage Britain will:

- Have proved the power of a new approach to policy making, with people engaging with each other to develop ways forward
- Have developed credible and inclusive ways forward, and have worked with others – whether charities, practitioners or the public – to bring them about
- Be at the centre of a network drawn from every level of society – people who share an interest in making Britain a better place for us all to live

## Culture

Engage Britain is committed to creating a culture where people from different backgrounds and cultures can come together to share their views and voice. We see difference – both in our work and in our employees – as a strength, so we actively encourage applicants from all ethnicities, political backgrounds and locations across the UK, those with or without a university education, as well as people who identify as LGBTQ+ or people who may have

disabilities, to apply for roles. We are also a family friendly organisation and are open to different flexible working arrangements from people across the UK. We very much look forward to hearing from you.

### **Find out more**

You can find out more about us at <https://engagebritain.org/>

## Role profile

In the next three years, Engage Britain has ambitions to be regularly engaging with hundreds of thousands of people through our channels. Digital engagement will undoubtedly play a huge role in this. In the next year we are looking to significantly develop and scale our digital user experience, testing different methods to attract a wide range of audiences. Our approach to this initially will be organic, ensuring we are able to offer a joined-up, easy to use and consistent experience for everyone with whom we engage. Down the line, we are looking to evolve this approach by working with partners and developing innovative digital solutions that allow our audiences to contribute to our work in ever more meaningful ways.

We are looking for a Head of Digital to join the growing team at Engage Britain. This post will oversee Engage Britain's user-facing digital platforms and our digital tools that support social media, marketing and communication activity. We want to provide a seamless digital experience in which people can successfully share their views, engage with each other and develop their ideas. The post-holder will be responsible for developing the organisation's digital strategy, whilst leading product development and working with external suppliers to ensure that Engage Britain delivers a successful digital user experience. The ideal candidate will have a strong understanding of how to use data, insight and research to build audiences and engagement online.

### Job Description

As the post-holder, you will:

- Own Engage Britain's digital strategy and be responsible for developing the strategy in line with the vision for the organisation
- Identify opportunities for improving the digital user experience and work with the team and external suppliers to prioritise and deliver incremental improvements
- Have responsibility for the implementation and operation of a digital platform for Engage Britain and our digital user experience, on web, mobile and through external suppliers
- Work closely with the Engage Britain team to ensure the digital platform supports the ambitious aims of the organisation
- Appoint suppliers of digital services and manage relationships to ensure requirements are met and services are performing as needed
- Implement digital monitoring and measurement tools, ensuring that digital metrics are defined, consistently reported on and widely used
- Undertake research, insight and analysis to achieve a full understanding of our users and their needs
- Have responsibility for all online engagement and marketing activity, including paid and organic
- Work with the Director of Engagement and Communications to ensure Engage Britain's digital platform supports the social media, marketing and communications strategy
- Work to increase the number of people reached, and the quality of engagement achieved, through Engage Britain's web and mobile products
- Stay up to date on best practices and new innovations in digital, design and technology
- Sometimes work outside of normal working hours as part of an on-call rota.

*This job description is a broad summary of the role; it does not cover every task which may arise within the post at various times. The postholder will be expected to work flexibly and carry out other duties as required from time to time. The role will also entail some travel, within the UK.*

## **Person Specification**

Please note that we expect candidates to demonstrate some, but not all, of the below capabilities:

### **Experience and Knowledge**

- Experience of developing digital strategy, with a particular focus on building audiences and engagement online
- Significant experience of product management, digital technologies and using agile methods to develop digital products for the web and mobile
- Deep understanding of how users interact with digital products, and how to use data, research and insight to measure and improve performance and usability
- Knowledge of the techniques and tools used to capture analytics, data and insight
- Experience of managing digital or technology projects and organising a team to deliver on time and on budget
- Experience of building partnerships with external suppliers and managing the delivery of third-party tools.
- Robust knowledge of digital technology and project delivery techniques
- Excellent understanding of how digital tools are used to facilitate participation and user engagement across a wide breadth of outlets and sectors.

### **Skills**

- A creative approach to problem solving, able to demonstrate experience of delivering innovative digital solutions
- Analytical in your approach to decision-making, backed-up with data and insight
- Good organiser, able to juggle multiple priorities and deliver on time
- Effective communicator with strong stakeholder engagement skills.

### **Behavioural**

- Embraces an open culture and communicates well internally and externally
- Willingness to develop an active interest and get involved in wider organisational activities
- Team player
- Ability to form positive working relationships with a range of stakeholders
- Ability to work in a fast-paced changing environment
- Demonstrable passion and commitment to Engage Britain's mission and values.

## Further information

<b>Who can apply:</b>	Applicants must be able to and be entitled to work in the UK and either i) be from the EU or European Economic Area (EEA) and have an entitlement to work in the UK or ii) already hold a relevant work visa
<b>Key dates:</b>	Closing date: Friday 6 November 2020, 09:00 Interviews: late November & early December for potential second interviews
<b>Start dates:</b>	The start date will be as soon as possible following any notice period
<b>Terms:</b>	The successful candidate will join on a permanent contract subject to a three-month probationary period
<b>Salary:</b>	The salary will be up to £70,000 FTE and will be dependent on experience
<b>Benefits:</b>	Engage Britain has a pension scheme which you will be auto enrolled onto when you start your employment with the company. The contribution is a minimum 5% from employees and a fixed 5% from the employer
<b>Working hours:</b>	Standard working hours are Monday-Friday (09:00-17:30) 37.5 hours a week. However, you will on occasion be required to work outside of these hours  Engage Britain also welcomes applications from candidates who may wish to work part-time or flexible hours
<b>Location:</b>	We welcome applications from candidates based across the country. Our office is in London and we are open to a flexible location arrangement
<b>Annual leave:</b>	Annual leave is 30 days in addition to the usual bank holidays. Annual leave and bank holidays will be pro-rated for non-full-time posts
<b>Equal opportunities:</b>	Engage Britain is committed to ensuring that all job applicants and employees are treated equally and fairly. We also welcome and encourage applications from a range of backgrounds  Engage Britain collects equal opportunities monitoring information with applications. This information is anonymised and is only for monitoring purposes
<b>How to apply:</b>	To apply for this role please click <a href="#">here</a> . You will be taken to the beapplied online recruitment platform to complete your application. The system will also ask for you to attach your CV (please do not send CVs separately)

**NB: If you have a disability and would prefer to apply in a different format or would like us to make reasonable adjustments to enable you to apply, please let us know.**

**Contact details:**

If you have any further questions about the role, please email: [recruitment@engagebritain.org](mailto:recruitment@engagebritain.org) and a member of staff will be in touch