

Nuffield Foundation

Website Redesign Manager

Contract: Fixed Term (18 months)

Location: 28 Bedford Square, London

Hours: 35 per week

Salary: circa £35-£38,000 per annum depending on experience

The Nuffield Foundation is looking for a digital communications specialist with strong project management skills to play a lead role in the redesign of our website, and the development of our digital platforms and content. This is a new role, and the successful candidate will work with an internal project team and a digital agency to deliver a new website that will underpin our digital communications.

The Nuffield Foundation is an independent charitable trust with a mission to advance social well-being. We fund research that informs social policy, primarily in Education, Welfare and Justice. We also fund student programmes for young people to develop their scientific and quantitative skills, and have recently established the Ada Lovelace Institute to ensure data and AI work for people and society. You will join the Foundation at an exciting time, as we expand our charitable activities to deliver our five-year strategy. A new communications strategy is a core component of this, and we are growing our communications team to engage with new audiences and raise the profile of the Foundation and the work that we fund.

You will have experience of working on a complex web redesign project and be skilled at producing content that drives engagement with a range of different audiences. You do not need to have technical website development skills, but you must demonstrate a good understanding of the web development process, including user-centred design, experience, and testing, as well as the principles of search engine optimisation (SEO) and Google Analytics. You will have strong project management skills and a track record of working with external agencies and building effective relationships with colleagues across an organisation.

We are looking for someone with excellent writing and editing skills, who can identify key messages from research and think creatively about the best way to identify and engage the relevant audiences through digital content. You should have an interest in social policy and a proactive, hands-on approach.

This role is for a fixed term of 18 months (although this may be extended) and will report to the Head of Communications. The Nuffield Foundation is based in Bedford Square, near Tottenham Court Road. Salary will be commensurate with experience but likely to be c£35-38K.

To apply, please send us your CV and a covering letter explaining how you meet the criteria in the job description, to recruitment@nuffieldfoundation.org to reach us by midday Friday 1 March.

Initial interviews are expected to take place on Thursday 7 March 2019.

JOB DESCRIPTION			
Job title	Website Redesign Manager	Department	Communications
		Reports to	Head of Communications
Job type	Fixed term (18 months with possible extension)	Date created/amended	06 Feb 2019
Purpose	To play a lead role in delivering a new website for the Nuffield Foundation and maximising digital engagement with our audiences.		
Responsibilities, including but not limited to:			
1. Website management			
	<p>Take a lead role in the design and development of a new Nuffield Foundation website. You will join the team after the project has been commissioned and the scoping/requirements phase is underway. You will work with a digital agency, an in-house project manager, and the communications team.</p> <ul style="list-style-type: none"> • Undertake a content audit, in consultation with internal stakeholders. • Ensure the new website is developed consistent to strategy and brand. • Review and test the design and build as key components of the project are delivered, providing feedback to internal stakeholders and the digital agency. • Coordinate user testing of the new site. • Develop a content plan for the new site, including processes for migration of existing content and the creation and approval of new content. • Lead on migration of existing content and creation of new content on the site. • Provide training and support for colleagues in using the content management system (CMS). • Monitor and develop search engine optimisation (SEO) across the website, including investigating options for deploying AdWords. • Set up and monitor Google Analytics to inform understanding of user journeys and develop a regular reporting system. 		
2. Digital strategy and content planning			
	<p>Working with the communications team to lead and champion digital engagement across the organisation.</p> <ul style="list-style-type: none"> • Produce digital content that aligns with the Foundation's organisational and communication strategies, and which is designed to engage and inform key audiences. • Test and develop digital formats (publications, video, blogs, infographics) and ensure quality and consistency across platforms. • Work with colleagues in the communications team to develop and maintain an integrated content plan including all the Foundation's platforms and channels. • Work with the Foundation's internal research team and external grant-holders to communicate research findings through digital formats. • Upload content to the Nuffield Foundation website. • Produce guidelines for the creation of digital content. • Build knowledge of emerging trends in digital communication. 		
3. Other			
	Be a proactive and hands-on member of a small communications team, contributing to other communications projects where needed.		
The above list of key responsibilities (and associated activities) is not exhaustive. It may be necessary to carry out other work within the scope of the role, as reasonably requested			

THE PERSON/SKILLS

Person specification: Website Redesign Manager, Nuffield Foundation	Essential (E), Highly Desirable (HD) or Desirable (D)
Experience	
<ul style="list-style-type: none"> ▪ Experience of working on complex, large-scale, website redevelopment/redesign projects. 	E
<ul style="list-style-type: none"> • Experience of producing digital content for a range of platforms and audiences. 	E
<ul style="list-style-type: none"> ▪ Experience of translating complex or technical information into accessible, compelling content. 	E
<ul style="list-style-type: none"> ▪ Experience of working with web developers and external agencies to deliver digital projects. 	E
<ul style="list-style-type: none"> ▪ Understanding of digital communications platforms and technologies, including SEO and analytics. 	E
<ul style="list-style-type: none"> ▪ Experience of working in a research and/or policy environment, such as higher education, think tank, research institute or not-for-profit organisation. 	D
Skills and abilities	
<ul style="list-style-type: none"> ▪ Excellent written communication skills, with the ability to write for a range of platforms and audiences. 	E (written test at interview)
<ul style="list-style-type: none"> ▪ Good audience-focused news sense and ability to create compelling targeted content from research reports, events, and other sources. 	E
<ul style="list-style-type: none"> ▪ Excellent relationship building skills, with the ability to negotiate, influence and co-ordinate multiple contributors. 	E
<ul style="list-style-type: none"> ▪ Creative flair and understanding of the basic principles of graphic design. 	E
<ul style="list-style-type: none"> ▪ Knowledge of (and interest in) UK current affairs and social policy. 	E
<ul style="list-style-type: none"> ▪ Educated to degree level or above. 	D
Personal qualities	
<ul style="list-style-type: none"> ▪ Excellent organisational skills, able to work under pressure and within tight timelines. 	E
<ul style="list-style-type: none"> ▪ Excellent attention to detail. 	E

▪ Ability to communicate confidently with internal and external stakeholders at all levels, including researchers, external agencies, and senior management.	E
▪ A self-starter who is able to work independently and make decisions.	E
▪ An understanding of, and enthusiasm for, the work of the Nuffield Foundation.	E
▪ A team player who can work flexibly with colleagues at all levels.	E