

## Role profile

<b>Role title</b>	<b>Digital delivery lead</b>
<b>Department and directorate</b>	<b>Content and audience, communications &amp; policy</b>
<b>Grade</b>	<b>5</b>
<b>Reports to (job title)</b>	<b>Head of content &amp; audience</b>
<b>Direct reports (job titles)</b>	<b>N/A</b>

### *Job Overview– purpose of the role*

*Describe as concisely as possible the overall purpose of the job and what success looks like. **Please limit this to a maximum of four or five sentences***

The digital delivery lead manages and has oversight of current and future digital development driven by the communications & policy directorate or in partnership with the wider organisation. The role is primarily focused on the BMA website which was re-launched in Spring 2020. S/he will work closely with the head of content & audience and the website product manager to ensure optimum performance and user experience of the BMA's digital audience – primarily its members and the wider UK doctor population.

### *Duties and Responsibilities*

*What are the core duties/responsibilities required to be performed in the role. (e.g., to provide a full range of administrative support services to the department including x,y,z)*

**Please provide a bullet point list**

- Short, medium and long term planning to ensure the BMA website meets core user needs, remains secure and stable as well as ensuring new needs and further development requirements are met in line with the BMA's wider digital strategy
- ensure the website planning is co-ordinated with wider digital projects such as a planned CRM build
- ensuring the website meets specific business objectives such as recruiting new members as well as retention of existing members through product usage and deeper engagement with the BMA website
- Oversight and management of external agencies/suppliers that are supporting and developing the BMA website and close liaison with the BMA technology services directorate
- Managing wider internal stakeholder needs in relation to the website
- Support and technical advice for the website product team as well as wider ambassador for the BMA website across the organisation
- Advice and support on analytics and KPI measurement for the website

### Skill (level and breadth of application)

*What relevant experience is necessary to undertake this role? What specialist, technical or professional qualifications are required to be able to perform the job?*

*How far does the role extend out across the organisation, eg confined to own team, involves co-ordination with another department or requires regular negotiation with many other parts of the organisation. Why is this necessary? Describe the range of issues that are involved in this, eg resolving people's IT problems, collecting information on key research items or advising members on a particular issue.*

- Significant experience of managing and designing mobile and web products with particular experience in web CMSs
- Self-directed, and can deal with ambiguity and without a prescribed brief or framework
- Strong stakeholder management skills, with proven ability to sell in concepts credibly at a senior level
- Ability to manage interdependencies between projects effectively and see the bigger picture
- Demonstrable technical "know-how", i.e. understands IT, the technicalities of our business, etc. and can use this knowledge to navigate through issues and find solutions
- Strong leadership and people management skills
- Ideally, some experience as a scrum master in a project management role
- Experience in JQL and Agile board management
- Strong track record of data driven decision making
- Demonstrable ability to translate ideas or abstract concepts into a vision and strategy
- Project management skills, with the ability to draw insight from a range of sources and synthesise these to set clear direction
- Ability to identify and articulate 'true' customer needs and deliver against these, balancing the needs of a range of stakeholders to deliver the best outcome for the organisation
- Commercially astute and can reflect this in their work and the agenda they set
- Ability to use a range of creative techniques to drive new ideas and bring concepts to life

### Intellectual demands (complexity and challenge)

*What sorts of problems, situations or issues are typically dealt with? Give any illustrative examples. How are the problems, situations or issues dealt with (eg undertaking original research and analysis or seeking specialist advice)?*

*To what extent are standard procedures and processes followed when undertaking typical tasks, and how is personal initiative used when solving problems? To what extent is creativity used in solving the problems (eg adopting different approaches, trying things that have not been done before within the organisation or improving/changing previous approaches).*

- Scoping and developing projects to drive new digital product features, creating a roadmap of future digital development and projects, ensuring these are based on true audience needs and are fully researched, tested and prototyped
- Ability to deal with ambiguity and without a prescribed brief or framework. The role involves interrogating digital needs within the communications & engagement directorate and across the organisation, defining them accurately and then developing solutions or products to meet agreed briefs
- Working across the business to write user stories and acceptance criteria, PRDs which developers want to read, and maintain a project backlog in JIRA
- Monitoring graphs to measure achievement of KPIs, working closely with analytics and insight functions
- Product management: prioritisation and execution across platforms, markets, languages and currencies
- Ability to manage crisis situations effectively, with speed of thought and communication to spot and resolve problems
- Demonstrating creativity and innovative approaches and thinking to map out future projects and secure the buy-in and support to develop these
- Strong awareness and understanding of Communications & Engagement directorate business objectives and relevance to his/her work

### Judgement (independence and level and impact limitations)

*What are the typical decisions that are made in the job without reference to any higher authority? What informs/constrains the decisions (eg expenditure limits, have to follow clearly laid down procedures or working within broad objectives). What influence upon policy, procedures or resources is there (eg giving advice to others)?*

*Who (or what) is next to be affected by the decisions that are made – for example, supervisor sees them before they leave the team or the whole department sees and has to respond to the change that is made. Give typical example(s) of the consequences of the decisions (eg what impact does the decision-making have on the performance of the team/section/department/organisation)?*

- Prioritising work against technical capabilities, organisational need and audience demand
- Working with and managing external agencies, as well as colleagues across the organisation and, where appropriate, consultants and freelancers
- Providing leadership, support and advice on digital product management
- Questioning online user behaviour and analysing data to develop solutions
- Defining new customer experiences and promoting the BMA technology capabilities

### Use of resources (supervision of resources and influence)

*What responsibility is there for managing people, equipment, budgets, resources, customer's welfare or confidential information? If this is a staff management role describe what is involved, eg staff reporting, staff development, appraisal, leading a department or the allocation of work.*

*How does the role fit within the organisation, eg support role, team member, team leader, specialist policy adviser, or leading major areas of core business?*

Lead for digital development, working closely with the head of digital strategy

### Communication (level, internal and external demands and significance)

*What people are typically contacted (regardless of the medium) **inside** the Association, eg immediate colleagues, senior managers or administrators? Committee members are the only members classed as internal communication. Normal non-committee membership and doctors are external (see below)*

*Who is in regularly contact with the role holder **outside** of the Association, eg members who are not committee members, suppliers, members of the public? Approximately what percentage of the time is spent on external communications?*

*What is the purpose of these contacts, eg conveying information, gathering data?*

- Typically working in project team environment across communications & policy directorate and the wider organisation
- Building and maintaining relationships with a range of stakeholders, including senior colleagues across the organisation, chief officers, elected and grassroots members
- Working with external suppliers and experts in the digital field

### Physical demands & coordination (physical effort and mental strain)

*Are there any unusual physical or mental demands of the role; for example, lifting heavy objects, standing for long periods, using VDUs extensively or high levels of concentration?*

## Working conditions and emotional demands)

*What are the environmental conditions in which the work is conducted, the social and emotional demands faced by the role and the pressures resulting from these?*

## Values and behaviours

The post-holder is expected to execute their role in line with our five organisational values.

The following examples illustrate how we are using our values to inform how we act:

We are **leaders** because:

- We strive to always improve
- We take responsibility for our actions
- We collaborate with each other and work as one BMA for the good of our members
- We are proactive and prepared to guide our members and each other

We are **experts** because:

- We understand our members
- We draw on our collective experience and knowledge to solve problems
- We use our insights and research to make decisions
- We provide accurate, credible, relevant and engaging information
- We recognise our strengths and act upon them

We are **committed** because:

- We listen to our members and put them at the heart of everything we do
- We are respectful, inclusive, open and honest with our members and each other
- We approach everything we do with confidence and sensitivity

We are **reliable** because:

- We deliver on what we say we will do
- We are accessible and approachable
- We build trust by being consistent and supportive
- We are positive and decisive whatever the situation

We are **challenging** because:

- We fight, ethically and fearlessly, for the interests of all our members
- We work as a brave, assertive and effective champion for high quality health services and the advancement of the profession

## Sign-off

Manager:

Date:

Role holder:

Date:

