**Digital Product manager**

**WELCOME LETTER**

**Imagine being told that you, or someone you love, is losing their sight. In that moment, two profound questions demand urgent answers:**

* Can this be stopped?
* How will I live my life?

Currently, research into preventing and treating sight loss is chronically underfunded, receiving a mere 1.5% of publicly funded health research grants: people who are blind or vision impaired are three times more likely to experience loneliness and isolation than the general population.

We find and fund the brilliant minds and bright ideas that put change in sight.

Our researchers are at the forefront, making breakthroughs and discoveries that will prevent, treat and cure eye disease. The partnerships we build, and initiatives we support change lives for blind and vision impaired people.

**We are Fight for Sight: we won’t stop until we Save Sight. Change Lives.**

Everyone who works for us is helping deliver this ambitious vision:

* Our grants team administers funds to the brightest researchers across the UK, advancing understanding, diagnosis, prevention and treatments for eye disease.
* We are funding innovative projects that build connections, reduce loneliness, and improve the lives of people who are blind, and vision impaired throughout the UK.
* Fundraisers work tirelessly to raise money to ensure we can reach our goal of investing over £20 million in scientific research and social change over this strategy period.
* The staff and volunteers within our preloved stores are driving donations and sales to spark breakthroughs that will put change in sight.

**JOB DESCRIPTION AND PERSON SPECIFICATION**

The **Digital Product Manager** will play a crucial role in delivering an ambitious five-year plan, which will see us embracing digital as a channel for communicating our impact, building supporter connections and driving customer journeys and value exchange. We’re looking for a strategic thinker passionate about all things digital who can help us embed cutting-edge technologies to meet our strategic goals, including a commitment to being a charity that is inclusive by design.

The successful candidate with the Head of Operations and Change to deliver a roadmap that ensures we’re building a digital infrastructure to support our strategic goals. They will work closely with the Executive Leadership to produce a digital ecosystem aligned with our strategy to drive growth in impact and income.

**Responsible to**

Head of Operations & Change

**Direct reports**

N/A

**Working hours and contract**

Part-time, three days per week, 18 month fixed-term contract (with a possible extension)

**Salary**

£45K p.a. FTE (£27K p.a. actual PTE)

**Location**

Mansell Street, London E1 8AA / Hybrid.

**Start date**

As soon as possible, ideally 1st October 2024

**Role Responsibilities:**

**Digital Accessibility**

* Act as accessibility champion, working closely with the HR and operations team as we roll out our DEI strategy
* Ensure that inclusion sits at the heart of our digital strategy
* Ensure accessible procurement, particularly of internal IT systems, and the delivery of appropriate training
* Maintain the accessibility of all digital products, including our website, e-newsletters and online customer journeys.

**Personalisation and data optimisation**

* Support the onboarding and roll-out of a new CRM system, specifically to integrate with our website
* Leverage new systems, notably CRM, to work to scope and deliver personalised data journeys - alongside fundraising and communications
* Optimise customer experience for various audiences, including individual and regular givers, grant applicants, researchers, etc.
* Support our expanding retail operation to embrace integration with our website and explore how we can best leverage digital channels such as Ebay, Depop and other preloved digital retail channels.

**Digital product development**

* Lead the delivery of product development, taking ideas from customer insight through ideation, prototyping and launch
* Lead the delivery of new products to market to help significantly grow income and support our mission-led directorates.
* Evaluate and implement customer and digital trends that could impact the future of fundraising to innovate new and relevant product propositions
* Lead collaborative cross-team new product ideation processes to inspire the delivery of innovative new concepts and product propositions
* Champion the voice of the customer throughout product innovation, making sure new innovative propositions are “ready” for development with defined customer stories and acceptance criteria
* Develop User Stories and acceptance criteria for future digital products.

**Website maintenance**

* Act as key contact with our website supplier for the technical operation and development of our website,
* Establish a roadmap of improvements for the development of the site,
* Develop customer journeys based on core personas,
* Support the head of communications and external affairs in monitoring and optimising website journeys and engagement.

**Person specification:**

**Skills, knowledge & experience**

**Essential**

* Excellent product management skills
* An understanding of Agile methodologies and experience of end-to-end product delivery.
* Experience in working with – and for – multiple stakeholders, managing multiple projects and prioritising own workload
* Experience working with digital agencies, from bug fixes to ensuring successful delivery of projects.
* Experience of successfully delivering new product development (products and propositions) or experience working with new product development in the charity sector
* Experience working with digital agencies from bug fixes to ensuring successful delivery of projects.

**Desirable**

* Previous experience of a similar role in the charity sector

**Flexibility**

### The role description is a general outline of duties and responsibilities and may be amended as the charity develops and the role grows. The post holder may be required to undertake other duties as may be reasonably required occasionally.

**Application process**

Please forward a CV and supporting statement, outlining your skills and experience relevant to the role and motivations for applying for the role (two pages maximum), with the subject ‘Application for Digital Product Manager’ via the advertising portal, orto [recruitment@fightforsight.org.uk](mailto:recruitment@fightforsight.org.uk)

Applications close: **9am, Monday, 9 September 2024.**

**The interview process is planned as follows:**

* 1st Interview: Wednesday 18 September 2024
* 2nd Interview: w/c 23 September
* Please note that there is also likely to be an exercise at second stage.

We value the authenticity and individuality of our applicants and believe that your CV and cover letter should reflect your unique skills, experiences, and personality. Therefore, please refrain from using AI tools, including ChatGPT, to produce your application materials. Applications drafted with the assistance of AI will be automatically rejected.

**Employee benefits**

We value our staff and volunteers and want to make sure that they are supported in their work. We also offer:

* A great team and a supportive culture
* Additional Christmas leave
* Flexible / hybrid work options
* Employer pension contributions matching up to 10%
* Generous parental leave
* Study leave and financial support for training & development
* Death-in-service cover, a cycle to work scheme, an electric car leasing scheme, eye test vouchers, a staff loan scheme, and access to an Employee Assistance Program
* An active Social Committee and staff events

**Accessibility**

We believe in fostering an inclusive environment where all individuals, regardless of their abilities or circumstances, feel supported and valued. If you have any accessibility requirements or specific needs that you would like us to accommodate during the application process, please let us know. If you are unfamiliar with MS Teams and would like to familiarise yourself with the platform before the interview, we are more than happy to arrange a tech run-through to ensure your comfort and confidence.

**Our commitment to Equality, Diversity & Inclusion**

Don’t meet every single requirement? We encourage you to apply anyway. At Fight for Sight and Vision Foundation we are deeply committed to build a diverse and inclusive workforce in all our aspects of our charity. We value the unique perspectives, experiences, and contributions that individuals from diverse backgrounds brings to our team.

We have an inclusive and accessible recruitment process, including any adjustments required to support people from diverse community groups.

**EDI Monitoring Form:** Fight for Sight is an equal opportunities employer and particularly welcomes applications from people with sight loss. We treat everyone fairly and equitably across the organisation, including providing any additional support and adjustments needed for everyone to thrive. We would appreciate it if you could fill in this Equality and Diversity Monitoring form when applying for our roles. These answers are anonymous and will not affect your rights.