

<b>Job Title:</b>	<b>Digital Delivery Manager</b>
<b>Department/Division/Faculty:</b>	Imperial College Business School
<b>Campus location:</b>	South Kensington Campus
<b>Job family/level:</b>	Professional Services, Level 4
<b>Responsible to:</b>	Director of Corporate Marketing & Communications
<b>Line management responsibility for:</b>	N/A
<b>Key working relationships (internal):</b>	All business teams including Institutional Marketing & Communications, Programmes Marketing, Recruitment & Admissions, and Executive Education Director of Corporate Marketing & Communications, Senior Web Developer, Web Manager, Digital Partner, College's Director of Digital, senior users, content owners and College ICT
<b>Key working relationships (external):</b>	External vendors including the Business School's web partners
<b>Contract type:</b>	Full-time / open-ended

### **Purpose of the post**

Imperial College Business School is looking to enhance its digital capabilities to have an online presence which truly reflects its brand positioning as the fusion of business and technology.

Focusing primarily on the website, the purpose of the role is to drive the timely delivery of relevant digital projects. The post holder is responsible for owning, planning and managing projects from initiation to implementation and post-project review, ensuring they are delivered on time and budget, to the agreed methodology, quality standards and specification, with the business benefits realised.

Demonstrating in-depth knowledge of content management systems, the post holder will coordinate content, prioritise content enhancements and advise on digital content best practice.

Working with in-house resources and outsourced strategy, design and development partners, they will ensure the website is developed in a structured and planned way to maximise sitewide benefits.

### **Scope**

The scope of the role includes project management across the full project lifecycle, working with users to scope, gather requirements, map current processes, optimise/re-engineer processes, create specifications, manage suppliers, lead workshops, monitor and report, and create testing and training strategies.

Identifying and understanding business objectives, the post holder will be key in driving process, content and technology improvements for colleagues with the planning and management of all aspects of project delivery, including staff and supplier resources, deliverables, budget, measurement and evaluation. Where required, they will build web pages using the content management system and provide updates, analysis and recommendations regarding what's working well and what can be improved on the site.

### **Key responsibilities**

#### Business analysis

- Document business, functional and non-functional requirements
- Lead and facilitate workshops to gather requirements, analyse processes, prioritise requirements and agree project scope

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- Lead requirements analysis, validation, and verification
- Prepare business cases in justification for new projects or solutions
- Produce project feasibility reports identifying options for potential solutions and assessing them for both technical and business suitability, creating recommendations for budget, timescale and scope
- Develop and manage training strategies and documentation
- Capture and share meaningful metrics to keep relevant stakeholders informed
- Work with product owners to define and maintain product roadmaps

### Project management

- Effectively manage web and digital development projects through to implementation and evaluation, to meet business, specification, time and budget requirements
- Manage the project definition, resource plan, project plan and budget with project sponsors and suppliers
- Produce and maintain list/s of deliverables, resource and quality plans, own and manage risks, issues and actions to ensure project objectives are met
- Produce regular project reports, organise and conduct routine project review meetings
- Produce and update project documentation, ensuring that all documentation has been completed and there is a smooth handover to maintenance and support at the end of a project
- Manage entry and exit criteria between defined phases of the project lifecycle (Sprints)
- Ensure requirements are managed effectively and scope controlled throughout project lifecycle
- Manage process and system implementation and release to ensure smooth transition to live operation and handover to business or IT operational/support teams
- Manage (or provide) support to end users so that the success of the project is ensured and can be effectively measured
- Establish, lead, manage and motivate the project team, ensuring all customers and suppliers are represented and organised into work streams as appropriate, and all project deliverables are met
- Manage testing, including usability, interface, security, load and performance, data reconciliation, functional testing
- Identify, manage and resolve changes in project scope
- Observe and comply with all College policies and regulations, for example Health and Safety, Data Protection etc.

### Content management

- Build web pages using the content management system, adhering to best practice and user research principles where appropriate
- Coordinate content for the website based on business needs, user needs and behaviour
- Document and prioritise content enhancements to ensure scope is aligned to website priorities
- Oversee the production of content by different teams where required, to ensure consistency in the content created and conformity with brand guidelines
- Provide updates and observations on what's working well and what can be improved, and make recommendations where appropriate

### Stakeholder management

- Manage relationships and ensure effective communication between project participants, maintaining excellent working relationships with all delivery teams and key stakeholders including internal delivery/support teams, external suppliers, operational teams and external clients
- Present and communicate project information and status to all relevant stakeholders, providing early warning and escalation of potential and/or serious problems to the project board (where applicable) and senior management
- Develop and maintain excellent relationships with ICT and any other related units, representing the Business School appropriately
- Manage external suppliers and contractors

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### Leadership and budgetary management

- Line management of the Senior Web Developer
- Team lead for the Web Manager and the Senior Web Developer
  - i. Day to day management of the workflow (JIRA and Trello tickets), setting priorities and approving deliverables
- Managing the School's pool of contractors and external suppliers
  - i. Ensuring quality, reliability, value for money, and a spread of relevant expertise
  - ii. Maintaining capacity for periods of high demand
  - iii. Making recommendations to colleagues in other teams where they may need or benefit from contract support
- Responsible for purchasing, managing, tracking and reporting on the Website budget

As job descriptions cannot be exhaustive, the post holder may be required to undertake other duties which are broadly in line with above key responsibilities.

There may be a requirement for occasional working outside normal hours.

*Imperial College is committed to equality of opportunity and of eliminating discrimination. All employees are expected to adhere to the principles set out in the Equal Opportunities in Employment Policy. Promoting Race Equality Policy and Disability Policy and all other relevant guidance/ practice frameworks.*

### Person specification

Requirements	Essential (E) / Desirable (D)
Candidates/post holders will be expected to demonstrate the following	
<b>Education</b>	
A degree or equivalent	E
Prince2 and / or Agile certification	D
<b>Experience</b>	
Proven web project management experience	E
Experience of managing and motivating project teams	E
Evidence of successful project planning and management through the full project lifecycle	E
Experience of leading workshops	D
Experience of working in an Agile environment	D
Experience working with Drupal	D
<b>Knowledge</b>	
Knowledge of project management tools	E
Understanding of project lifecycles	E
Risk management	E
Knowledge of content management systems	D
Testing and training processes within a project environment	D
Understanding of accessible, usable and search-optimised content	D
<b>Skills &amp; abilities</b>	
Good interpersonal and organisational skills	E
Ability to communicate effectively and clearly to both technical and business staff	E
A team player who can balance need, risk and pragmatism when developing solutions	E
Able to simultaneously manage multiple varied activities	E
Stakeholder management skills	E
Ability to work effectively with external service providers	E
Good analytical skills, and a structured and methodical approach	D
Ability to present confidently to senior stakeholders	D
Budget management	D

## Job Description

Requirements gathering and documenting skills

D

### Further information

Please note that job descriptions cannot be exhaustive, and the post-holder may be required to undertake other duties, which are broadly in line with the above key responsibilities.

Imperial College is committed to equality of opportunity and to eliminating discrimination. All employees are expected to follow the [Imperial Values & Behaviours framework](#). Our values are:

- Respect
- Collaboration
- Excellence
- Integrity
- Innovation

Employees are also required to comply with all College policies and regulations paying special attention to: Confidentiality, Conflict of Interest, Data Protection, Equal Opportunities, Financial Regulations, Health and Safety, Information Technology, Smoking, Private Engagements and Register of Interests. They must also undertake specific training and assume responsibility for safety relevant to specific roles, as set out on the [College Website Health and Safety Structure and Responsibilities](#) page.

*We are committed to equality of opportunity, to eliminating discrimination and to creating an inclusive working environment for all. We therefore encourage candidates to apply irrespective of age, disability, marriage or civil partnership status, pregnancy or maternity, race, religion and belief, gender reassignment, sex, or sexual orientation. We are an [Athena SWAN Silver Award](#) winner, a [Disability Confident Leader](#) and a [Stonewall Diversity Champion](#).*

**March 2023**