

Digital Toolkit Project Manager Job Description

<u>Position:</u>	Digital Toolkit Project Manager
<u>Salary:</u>	£32,500 - £37,500 Depending on Experience
<u>Hours of Work:</u>	40 hours per week (Flexible working required)
<u>Duration of Post:</u>	6 Months with the possibility of extension dependant on funding
<u>Accountable to:</u>	CVS Brent CEO / Operations Manager
<u>Line Management:</u>	Digital Project Assistant Google Adwords Support Manager Web Developer / Development Firm 5 X Kickstart Scheme Employees
<u>Annual Leave:</u>	28 days inclusive of public holidays (Pro-rata)
<u>Work Base:</u>	CVS Brent, 5 Rutherford Way, Wembley, HA9 0BP / Working from home will be considered
<u>Job Purpose:</u>	Responsible for the development and distribution of the Digital kit. Provide support to the voluntary organisations in Brent.

CVS Brent Digital Tool Kit

CVS Brent has received funding to develop and distribute a holistic digital toolkit to the voluntary sector in Brent. The aim of the CVS Brent Digital Tool Kit is to enable every non-profit organisation to fully utilise digital tools and have an online presence through a professional website. This holistic package of support will include the following:

- A professional website that includes all the possible features a non-profit organisation would need to engage their users virtually, raise awareness and generate funding online
- Access to weekly training sessions and a library of training videos that include:
 - o Running and Updating a website
 - o Online security
 - o Online engagement safeguarding training
 - o Using Microsoft Word, Excel and Power point to its full potential
 - o Digital engagement through social media
 - o Digital engagement through Zoom, Teams or Hangouts
 - o Digital engagement through your new website
 - o Free software and tools available for charities

- o Using Time to Spare CRM
 - o Migrate your services online
 - o Utilising your website and online tools to save money, time and resources
 - o What is the \$10,000/month Google Adwords Grant and how can it help me
 - o Raising funds online
 - o Other training subjects will be chosen by our members through ongoing consultations
- Secure \$10,000/month in Free Google Adwords for all the non-profit organisations in Brent
 - Directory of free software and tools available only to charities and non-profit organisations
 - Dedicated support officer to help and train non-profit organisations
 - Access to free CRM tool that allows non-profit organisations to manage, monitor, record and evaluate their projects and services for effectively

The tool kit will be available to charities through the following means:

- Directory of the tools, training and services available in the tool kit will be on the CVS Brent website at www.digitaltoolkit.cbsbrent.org.uk
- Tools, videos and downloads that are part of the tool kit will be available from the website
- The Digital support officer will work with the charities and non-profit organisations to launch their new website, integrate the Time to Spare CRM in their organisation, support them in running their services virtually and training on how to use all the digital tools that are available to them
- The Digital support officer will work with the organisations to secure \$10,000/month in free Google adwords that will help drive thousands of targeted visitors to their websites

Website Specs

- The website script developed will be used by all the non-profit organisations in Brent, where no website will look the same and will be unique.

Features to be included

- Integrate with sites like justgiving, Virgin Giving, Gofundme, Kickstarter, etc.
- Integrate with Time to Spare ([Link](#))
- Integrate with Mailchimp
- Membership front end and back end
- Integrate with Zoom, Microsoft Teams, and Google Hangouts
- Set up so that Google adwords can work for conversions
- Newsletters
- Google Forms Integration
- Charity Shop where items can be sold online. Also affiliate products can be sold online
- Auction Script
- Live chat
- Ticket support service
- Volunteer match making
- Social Media Integration
- Backend feature for head organisation to be able to manage and support all the other websites, that would allow them to help maintain and add or remove features.
- If possible can be replicated into an app for IOS, Windows and Android
- Must be fully responsive and suitable for mobile and tablet browsers
- Offer websites in different languages

We are going to be working with a Hosting company to be able to provide free initial hosting to all the charities. The head organisation through the backend of their site will be able to allocate different hosting packages.

Key Tasks:

- Finalise specifications for the digital tool kit and website
- Select development firm to develop the website
- Correspond with Google, Microsoft, Brent Council and other organisations to share resources to enhance the capacity of the toolkit

- Oversee the development of the digital tool kit and website
- Manage a staff team of:
 - Assistant Project Manager
 - Web Development Team
 - Google Adwords Support Officers
- Oversee the development and maintenance of the CVS Brent Website
- Create a suppliers' directory for the sector with negotiated deals for charities and volunteers that provides CVS BRent with an affiliate income
- Develop a training schedule to support organisations, volunteers and individuals to become more digitally active

CVS Brent
Digital Toolkit Project Manager – Person Specification

The following criteria describe the experience, skills and knowledge which are considered necessary to carry out duties of this post.

CRITERIA

ESSENTIAL

1. Qualifications in:
 - Web Development, IT or Project Management

2. Experience of:
 - Developing websites or managing teams of developers
 - Worked with digital tools designed to help businesses work more efficiently including:
 - i. Google Hangouts/Microsoft Teams/Zoom
 - ii. Microsoft applications such as Word, Excel and Powerpoint
 - iii. Task management systems
 - iv. Any other Digital Tools that can support a business/charity
 - Project Management
 - Maintaining website
 - Using Google Adwords
 - Community Engagement

2. Ability to:
 - Line Manage teams
 - Work with external suppliers and monitor them to ensure they reach their targets and carry out what they are tasked to do
 - Carry out consultation activities with volunteers and staff from organisations in Brent to see what they need in terms of digital support
 - Work remotely with and manage remote working teams (and office when needed and it is safe to do so)

Application Process

To apply for this role please submit your CV and Cover Letter in application for this role to info@cvsbrent.org.uk