



GATSBY EDUCATION

DIGITAL PROJECT MANAGER

CANDIDATE PACK



OVERVIEW

In 1967 David Sainsbury wrote out a cheque for five pounds to establish the Gatsby Charitable Foundation. Lord Sainsbury has since given Gatsby more than £1 billion to distribute to charitable causes in fields he is passionate about, including neuroscience, plant science, development in East Africa and public policy. More information can be found at www.gatsby.org.uk.

Gatsby established a small team focused on education policy in England almost 40 years ago. The team's priorities have typically mirrored and sought to address the policy challenges of the times, from addressing the uptake of engineering degrees in the 1980s, to our commitment to the improvement of the nation's technical education and career guidance systems today. While priorities have changed and evolved, our approach has been consistent: we aim to be more than a funder. We act as an enabler for projects, working with partners in designing, developing, and, in some cases, delivering activities. We take a long-term view as we do not think much can be achieved by short, one-off projects.



GATSBY'S WORK IN EDUCATION

We believe that a strong technical education system can open up good career opportunities for young people and adults, as well as drive greater national productivity and economic competitiveness. That is why our current work is focused on supporting the implementation of technical education reforms and the embedding of a stable career guidance system in England.

OUR PROGRAMMES INCLUDE:

Raising the profile of technicians

Success of technical education reform is dependent on a shift in the public's understanding and perception of technician jobs. Our current programmes in this area include:

- The Technicians Make it Happen campaign, which seeks to inspire the next generation of technicians by sharing the stories of current technicians and explaining the route to their career using social media platforms and in person events.
- The Technician Commitment, which focuses on the university and research sectors and provides a framework and community of practice for signatory organisations to support their technical workforce.

- Professional registration of technicians, which champions the professionalisation and recognition of technician skills. We are working closely with BCS (the Chartered Institute for IT) on their rollout of RITTech (Registered Technician) status.

Technical Education Reform

In 2015 David Sainsbury was asked by government to chair a panel of experts to review the provision of technical education. The result was the Sainsbury Report, and its recommendations provide the basis of England's Skills Plan. The successful implementation of these recommendations is a priority for our team, and we work closely with the Department for Education (DFE) and other partners on a number of projects.

Good Career Guidance

Since we first devised the Gatsby Benchmarks for Good Career Guidance in 2014, they have been written into government statutory guidance for all schools and colleges in England. Our work in this area focuses on ensuring stability in the system by identifying and seeking to address outstanding challenges to each and every young person receiving good career guidance.

The above is not an exhaustive list of our current projects. For more detail on our work, visit: www.gatsby.org.uk/education.



THE ROLE

The Digital Project Manager will be taking on an exciting 12-month project, taking on the overhaul of the technicians.org.uk website. The project is multi-faceted and multi-partnered. It comes at a time of opportunity and change for the Gatsby Education team and this role will be pivotal in the transition of our work much more public-facing - engaging with and influencing multiple audiences as we seek to solidify progress in our interest areas of good career opportunities and improving social mobility through high-quality technical education.

This role is about more than just delivering a typical website redevelopment project. The Digital Project Manager will be working closely with Gatsby Education's Head of Communications and Head of School Programmes as we embark on an exciting new partnership with an internationally renowned – and one of the UK's most popular - visitor attractions. Our new digital offer in this space will align closely with what our partner will be offering, and the Digital Project Manager will play a critical role in ensuring that the visitor experience will be seamless; from IRL to our website and beyond.

The UX will be unapologetically geared towards young people (11-16-year-olds) and its aim is to ensure that they have what they need to make the next steps to a technical career. Our content will reveal to young people the difference they could make in a range of roles that they may well have never even heard of – and that there are many people who are just like them enjoying these careers right now. A key success measure of our wraparound social media strategy will be click throughs and dwell time to our site, so the Digital Project Manager will not only work closely with our external web development agency, but also our external social media agency.

There will be support and plenty of opportunities to collaborate with colleagues in the communication and policy teams within Gatsby Education, but the Digital Project Manager will be experienced and confident in taking the reins on complex digital projects and will be extremely self-motivated. This is an excellent opportunity to showcase your capabilities and will be a stand-out addition to any Digital Project Manager's CV.

Role: Digital Project Manager (12 month contract)

Reports to: Head of Communications

Responsible for: No direct line management of staff, but supervision of contractors. Note it is anticipated that the successful candidate will be asked to act as mentee/supervisor of a T-level student studying Digital Production, Design and Development for the duration of their industrial placement.*

Location: Our office is in Central London, but flexible working options can be discussed.

Indicative Salary Range: £49-£55K + pension and benefits

KEY ROLE RESPONSIBILITIES

- Manage the development and delivery of the relaunch of the technicians.org.uk offer, aligning it with a refreshed brand and digital campaign
- Ensuring the digital project's complementarity and alignment to a new high-profile visitor attraction**
- Liaise with internal and external stakeholders, including technical and business stakeholders, to ensure that the project is delivered on time and on budget.
- Work with the Head of Communications, Head of School Programmes, Digital Content Manager and other colleagues within the Gatsby Education team to deliver this project.
- Support other digital engagement projects where necessary and relevant.



GENERAL DUTIES AND RESPONSIBILITIES

- **Communicating and influencing** - Developing and maintaining productive partnerships with key individuals and organisations.
- **Organising and managing** - Managing projects that have clear objectives, deliver results, and stay on time and within budget. Organising meetings and events that run smoothly and have positive outcomes, ensuring clear, accurate minutes are written where needed
- **Improving and innovating** - Taking an outcomes-focused approach to project management, continuously monitoring and adjusting milestones and outputs where necessary to achieve results.
- **Collaboration and teamwork** - Contribute constructively to team meetings, proactively share information that may be relevant to team members, and support all colleagues equally. Develop positive, productive working relationships with external consultants and agencies in order to deliver the objectives of high-profile projects. Champion Agile practices within the project and wider team, including iterative development, and a test and learn approach.
- **People management** - No direct line management of staff, but supervision of contractors. Note it is anticipated that the successful candidate will be asked to act as mentee/supervisor of a T-level student studying Digital Production, Design and Development for the duration of the student's Industry Placement*.
- **Legal, regulatory and compliance** - Responsible for managed projects conforming to all necessary legal requirements including GDPR, safeguarding and copyright.

KEY PARTNERS AND RELATIONSHIPS

Agencies and consultants which provide communication and digital services

Key project partner organisation**

* Visit gov.uk for a description of a T-level Industry Placement

**More information provided in confidence if invited to interview stage

PERSON SPECIFICATION

EXPERIENCE

- Exceptional project management experience (particularly within the Agile framework)
- Led on development of largescale digital projects
- Organised successful meetings and events
- Experience managing user research and testing projects.
- Managed projects to successful outcomes, including some budget responsibility.
- Managed external contracts or grants to deliver agreed objectives on time and within budget
- Have been personally responsible for introducing a new process or idea.
- Have worked independently and within a team, contributing to the success of others as well as self.

SKILLS AND ABILITIES

- Oral and written fluency in English.
- Exceptional writing skills: meticulous when it comes to spelling and grammar; able to write accurately for website copy, blogs, briefing etc.
- Comfortable working with partners in education and industry, able to initiate and develop positive relationships with a diverse range of people and organisations, whether face-face, by email or over the telephone / video conferencing.
- Able to persuade, engage and build rapport quickly with new contacts, and maintaining important working partnerships.
- Able to research, synthesise and summarise complex information
- Constantly striving to improve own projects and processes.
- Open to new ideas and ways of doing things, enabling constructive contributions to organisational progress and innovation.
- Able to think and act independently, as well as take direction from senior staff and respond to external expert advisors
- Willing to work flexibly within an environment that must adapt quickly to external changes
- Able to set and meet own deadlines, and deal calmly with unforeseen problems.



- Diplomatic and politically sensitive, able to represent Gatsby views at external meetings.
- Uses good judgement and evidence to form opinions, knows when to defend them and when to reconsider them in light of new information.

KNOWLEDGE AND EXPERTISE

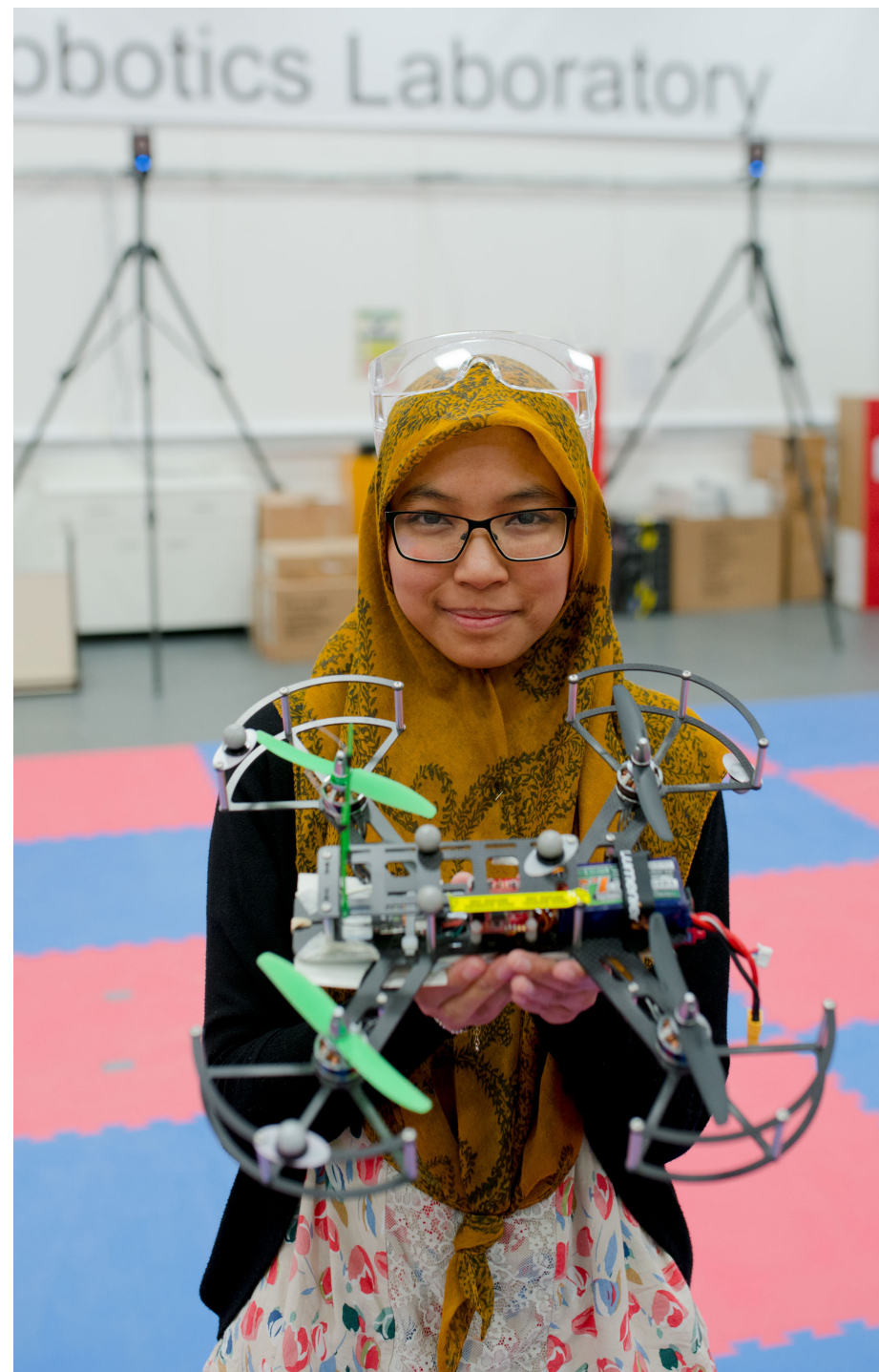
- Significant experience managing digital projects from concept to creation.
- Strong knowledge of both Agile and traditional project management principles with the ability to blend them together in the right proportions to fit a project.
- Exceptional project management experience (particularly within the Agile framework)
- Demonstration of what knowledge of what is good practice in engaging public audiences using digital formats
- Hands on experience with a range of content management systems.
- Deep specialist knowledge in the development of digital solutions for a range of public audiences.
- In-depth understanding of digital analytics, including reporting tools such as Google Analytics, email marketing, and content optimisation tools such as HotJar.
- Proven track record of delivering projects on time and on budget

REQUIRED TRAINING AND QUALIFICATIONS

- None

PERSONAL ATTRIBUTES AND OTHER REQUIREMENTS

- Very motivated in successful project management and goal delivery
- Enjoys working as part of a small team
- Takes pride in working to high standards
- Highly self-motivated
- Able to be flexible about working hours and locations, including working remotely and travelling to meetings around the UK which may include overnight stays





THE GATSBY EDUCATION TEAM

As individuals we are motivated and passionate about delivering meaningful change. We recognise that collectively we can achieve the most impact by taking an evidence-based approach.

Members of the team have different backgrounds, ranging from education and communications, to administration and project management. Our collaborative team ethos means that we are able to combine this experience and our varied skills to better understand challenges and recommend ways forward. This includes undertaking rigorous problem analysis, commissioning high-quality research, proposing pragmatic policy solutions, and engaging with government and key stakeholders to support implementation of positive reform.

Whilst there is close team working, every individual is self-motivated and sets high standards for themselves and their work. There is also autonomy in how we work, allowing each of us to develop our experience and expertise and to grow in our role. Everyone is encouraged to be proactive in their professional and personal development as colleagues build their careers at Gatsby.

As a small team of fewer than 20 colleagues we have scope to innovate, and idea generation is part of our DNA. Our team size also allows new joiners to quickly get to know everyone, and to feel at home.

We offer a generous benefits package including:

- Annual leave starting at 22 days per annum (with an additional day added per year to a max of 25 days), plus 3 days between Christmas and New Year (when the office is closed)
- A 12% employer contribution to pension
- Opportunity to apply for health insurance scheme and a free annual health check
- Employee assistance programme, offering confidential and impartial support and information
- Perkbox discounts
- Cycle-to-work scheme
- Interest-free annual season ticket loan.

Our newly refurbished modern office is opposite Victoria Station in London, with coffee shops, restaurants, theatres, bars, and independent and high street retailers all on our doorstep.

Gatsby is one of the 16 Sainsbury Family Charitable Trusts (SFCT) established by individual members of the Sainsbury family. The office that we share with our SFCT colleagues includes a café area (tea, coffee and fresh fruit available for all) where we can prepare and enjoy lunch, so there is plenty of opportunity to get to know and socialise with colleagues beyond the Gatsby Education team. There are showers and cycle racks for those who like to ride or run to work. A central corporate services function that includes HR, IT, and, finance colleagues supports each of the SFCTs, including Gatsby.



HOW TO APPLY

If you are interested in applying for this role you will need to submit;

- an up-to-date Curriculum Vitae/Resume (of no more than 2-3 pages)
- a supporting statement
- links to relevant recent work

Your supporting statement should be no more than 2 pages long – bullet points are encouraged. It should explain why you are interested in this role, and how your skills and experience make you a good fit – referring to the Person Specification in this pack.

There is currently no planned closing date for receipt of applications. However it is hoped that the job holder will be in post by the 1st October 2021 at the latest.

Please send the above documents to Faye Riley at faye.riley@gatsby.org.uk

SELECTION PROCESS

All candidates will receive an update regarding their application after the closing date. Further details will be provided to shortlisted candidates when invited to interview, but we plan to hold first round interviews virtually via Zoom or Teams. The option to attend final round interviews at our offices in Victoria in Central London is available subject to pandemic restrictions at that time. Candidates must have the existing right to work in the UK.

DIVERSITY POLICY

We believe that effective recruitment is about finding the right people for our current and future needs – people who have the right mix of skills at the right level and who will contribute positively to the life of our organisation and its future development. We want to make sure that we always recruit the best person for the job in a way that is fair and equitable and demonstrates our commitment to valuing diversity at all stages of our recruitment process.

