



Job Description

This job description serves to illustrate the type and scope of what is required for the above post and to provide an indication of the required level of responsibility. It is not a comprehensive or exclusive list and duties may be varied from time to time, they will not however change the general character of the job or the level of responsibility entailed.

Section 1 - Job Details

Job title	Digital Programme Manager
Directorate area	Engagement and Income Generation
Department/Team (if applicable)	Digital and Content
Reports to	Head of Digital and Content
Direct reports	Digital Project Manager x2 Production Manager Digital Systems Manager Digital Services Product Manager
Job Location	Office based in London with flexibility to work remotely
Contracted hours are agreed locally with line managers	

Section 2 - Job Purpose

The Programme Manager is responsible for developing and delivering the digital and content programme in line with the MS Society's strategic direction and objectives. They use their expertise to design the programme delivery approach and adapt as needed. The post holder leads and manages the organisation's digital roadmap, delivering projects and marketing campaigns through a team of over 30.

They line manage a multifunctional team that includes account, project, technical, and product management, providing senior expertise and guidance. The role identifies, mitigates, and manages all known and emerging risks and issues. They are responsible for successful programme delivery with all associated activities delivered by the team on time, within budget, and meeting established quality standards.

The role works in collaboration with senior stakeholders and external partners to scope, plan, resource, and implement a digital roadmap. This roadmap aims to meet both existing and emerging community needs while driving organisational impact.

The Programme Manager is responsible for securing the supporting technical infrastructure, maintaining compliance with relevant standards. They also support continuous improvement across all digital platforms.

Section 3 - Key Responsibilities/Accountabilities

	Responsibility / Accountability
1	<p>Digital programme oversight: Lead the development, oversight, and management of the digital and content programme, ensuring adherence to delivery standards. Determine and decide long term objectives, priorities and plans to ensure delivery of all projects and campaigns is on time, within budget and to quality standards.</p>
2	<p>Team leadership: Lead a multi-functional, professional and technical team comprising of project managers, technical managers, production and product managers. Inspire staff and foster a collaborative, high-performing work environment that delivers quality impacts and success against programme and plans.</p> <p>Play a key role in the senior leadership of the Digital and Content Team, collaborating and influencing to set and own the strategic direction.</p> <p>Role model strategic leadership to challenge, value, inspire, and support colleagues and hold colleagues and peers to account for their contributions.</p>
3	<p>Facilitate effective processes to drive the efficient operation of the team and its range of deliverables. This includes management of project prioritisation, new work briefing, scoping projects, and booking and tracking resources to ensure optimisation. Proactively seek opportunities for continuous improvement of processes and aligned activities to optimise programme delivery for the MS Society.</p>
4	<p>Stakeholder Collaboration: Work collaboratively with senior stakeholders to enhance their understanding and gain agreement for the creation and implementation of a digital roadmap. This roadmap should meet user needs, align with organisational objectives, and consider relevant external developments. This role involves complex negotiation and influencing skills to secure alignment and agreement across multiple multi-technical teams within the charity.</p>
5	<p>Project Delivery: Oversee the delivery of digital projects and campaigns, including technical, content, and marketing initiatives. Ensure that clear project management processes are followed, gateways are adhered to documentation is both in place and up to standard and risks are escalated appropriately.</p>

6	Budget management: Responsible for developing and managing the digital programme budget, which is approximately £0.5M. Accountable for ensuring efficient and effective use of financial resources and for promptly escalating any financial issues, underspends, or overspends to the Programme Steering Group, Activity Groups or Heads of Team.
7	Risk management: Ensure that all risks and issues affecting digital and content programme delivery (both internal and external) are captured appropriately within Risk Registers. Develop mitigation strategies and bring these to the attention of Executive Group, Programme Steering Group, Activity Groups or Heads of Team as necessary.
8	Compliance: Responsible for management of the accessibility, security and compliance with all relevant UK legislation of all public-facing digital systems across the Charity. Working with partners in IT and Data Governance, accountable for ensuring cyber security and GDPR risk management practices are in place and effective.
9	Agency management: As MS Society Lead for accounts held with external agencies, broker and develop collaborative, effective and efficient partnerships. Own and lead tendering and contract negotiations, statement of works and conflict resolution.
10	Reporting and communication: Provide regular updates to executive and senior management, client teams and the wider EIG team on programme progress. This includes developing appropriate reports and presenting key insights on project status, risks, and performance against objectives to various internal audiences. Responsible for developing tenders, Statements of Work and other documents for external partners on behalf of the MS Society.

Section 4 – Dimension of the role

Resources	Responsible for the proper use and safekeeping of data, intellectual property, systems and content assets within scope of role
Staff/Volunteers	Line management of a team of 6 specialists and expected to support and train other colleagues as required
Budget	Responsible for the development and management of the digital and content roadmap budget (circa £0.5 million) ensuring value for money and effective use of funds to maximise the impact provided across Engagement and Income Generation, Services and Support, and Research and External affairs functions Responsible for effective delivery against client team budgets

Key relationships	<p>Executive Group Leadership Group Project Management Office Transformation Steering Groups</p> <p>Cross-organisational stakeholders across Services, Brand and Marketing, Policy and Campaigns, Research and Income Generation.</p> <p>Project or campaign delivery teams</p> <p>Development, creative and UX partner agencies.</p>
ISO	Responsibility for undertaking relevant actions and responsibilities according to the role assigned within ISO

Section 5 – Key deliverables

	Measures of success
1	Digital Roadmap Implementation: Develop and deliver a flexible and comprehensive digital and content roadmap. Adapt and ensure that planned projects align with MS Society objectives, meet user needs, and respond to changing expectations influenced by external undefined factors.
2	On-time and on-budget project delivery: Successfully oversee project managers to deliver digital projects - technical, content, and marketing - within the agreed time, budget, and quality parameters.
3	Stakeholder and team collaboration: Foster effective collaboration between internal teams, senior stakeholders, and external partners to ensure seamless project execution and alignment with strategic goals.
4	Security and compliance management: Ensure all digital systems are secure and accessible, compliant with relevant laws and that cybersecurity measures are in place.
5	Process improvement and innovation: Propose and implement improvements to project management methodologies and digital processes, ensuring continuous enhancement and innovation within the programme.

Section 6 - Competencies

Competency	Level required (see below)	B	E	A	T
Fosters co-production	3		X		X
Open to change and innovation	4	X		X	
Sound decisions	4		X	X	
Collaborative working	4				X
Effective communication	4			X	X
Outcome focussed	4	X			X
Inclusivity	4				X
Accountability	4	X	X	X	X

Tech savvy	5	X		X	
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Level	
5	Strategic – Wide advanced knowledge of organizational policies, practices and procedures across the organization or detailed theoretical, practical and procedural knowledge of a specialized area. Provides expert knowledge and insight on a range of subjects and/or groups relevant to MS and represents the MS Society externally. Translates vision, strategic aims and direction in clear terms that people can relate to and action. Makes significant and influential decisions and facilitates appropriate resources.
4	Expert/ Recognised authority – Demonstrates expert knowledge and relevant and appropriate professional leadership and influence. Colleagues consistently perform a task or activity to higher levels having an intuitive grasp of what is required to be delivered, how it impacts across other areas of activity and how it may be improved for the benefits of the MS Society. Colleagues have an in-depth understanding and focus upon building expertise, they are the go-to person and have a reputation for being knowledgeable in this area and are able to apply their existing skills and knowledge to new or emerging challenges. Has responsibility for managing significant resource (people, budget etc) associated with the function/activity.
3	Complex - Roles with or without line management responsibility where they are required to use knowledge gained through experience, professional or technical qualification on complex information or raw data for typically non-routine problems upon which own judgment needs to be applied without further instruction or guidance to work with others to overcome obstacles and deliver outcomes across teams/department.
2	Enhanced - Roles with or without line management responsibility but accountable for casework/ face to face service provision/ internal/external process and or people (including volunteers) e.g. first line managers of people or process. Colleagues have knowledge of requirements of a team/function, contribute to building and maintaining successful internal and external relationships and collaborate to deliver effective outcomes. Colleagues use knowledge and understanding to organise and/or manage work, tasks and processes, can solve routine issues and contribute to the development of new practices and procedures.
1	Foundation – roles make an individual contribution to the MS Society with no process or line management responsibility. Colleagues have a fundamental knowledge and understanding of what is required to carry out the role and how it connects to other roles and activities. Understand what is required to be carried out and has the competence and skills to carry out the activities.

Section 7 - Learning & Development requirements

(List L&D requirements for role)

Foundation (mandatory)	
Additional internal learning/ courses required for role	
Other professional training/qualification required	Certifications in PRINCE2, AgilePM, ScrumMaster, PMP, or MSP for project and programme management

Section 8 - Person specification (knowledge, experience, skills and attributes needed for the Job)

Those that are marked as essential and will be tested at application stage (A) will be used as shortlisting criteria for determining who will be invited to interview.

Requirement	Essential	Desirable	Tested*
Certifications in PRINCE2, AgilePM, ScrumMaster, PMP, or MSP for project and programme management	X		A / I

In-depth understanding of project and programme management methodologies like Agile, Scrum, Waterfall, or PRINCE2.	X		A / I
Proven track record of overseeing large-scale digital programmes consisting of varied project types and complexity	X		A / I
Demonstrated experience leading diverse teams of project, technical, and product managers.	X		A / I
Leadership skills to inspire high-performing teams and hold colleagues accountable.	X		I
Experience of managing, improving and refining project management methodologies and processes to ensure delivery and enhance efficiency.	X		I
Excellent communication skills for providing updates, reports, and risk assessments to stakeholders.	X		I / T
Problem-solving skills to quickly assess situations and make decisions in a fast-paced environment.	X		I
Negotiation and influencing skills to manage internal and external partners and resolve conflicts effectively.	X		I / T
Attention to detail in maintaining documentation, meeting standards, and managing risks.	X		I / P
Extensive knowledge of digital strategy, content management, web development, and digital marketing.	X		I
Proficiency in managing budgets for complex digital projects, ensuring financial accountability.		X	P
Familiarity with processes for identifying, assessing, and mitigating risks within digital programmes.	X		A / I
Knowledge of managing complex internal and external stakeholder relationships, including agency management.	X		A / I

Understanding of UK laws related to data security, GDPR, accessibility, and cybersecurity practices.		X	P
Results-oriented, focusing on delivering outcomes aligned with organisational goals.	X		I

*Tested – A (application), I (interview), T (test or Assessment), P (through performance reviews including probation, 1:1's and PDR)

Section 9 – Additional Information and Requirements

Confidentiality	Ensure that essential information of a sensitive and/or personal nature is not disclosed to, or discussed with, inappropriate persons and that all information is maintained in accordance with the GDPR and other related legislation/requirements.
Equality, diversity and inclusion	<p>Ensure all duties are carried out in a manner which promotes the MS Society's equality, diversity and inclusion policies and practices.</p> <p>As a charity whose primary focus is to support and improve outcomes for those with a disability, we expect all colleagues to be curious and innovative in identifying and removing any barriers experienced by those with disabilities whilst working with us.</p>
Health & safety	Promote a health and safety culture, observe all health and safety rules and procedures and complete training courses, as required.
Safeguarding	MS Society are committed to recruiting with care and to safeguarding and promoting the welfare of children, young people and vulnerable adults and expects all staff and volunteers to share this commitment. Background checks and Disclosed Barring Service checks will not be required for this role.
Digital, data and Technology	Competently utilise technology to perform the role including internet-based voice and video calls, Microsoft Office applications, the MS Society intranet, human resource and finance systems, case management system software and other bespoke MS Society software and applications.
Key contacts/ relationships	<p>Executive Group</p> <p>Leadership Group</p> <p>Project Management Office</p> <p>Transformation Steering Groups</p>

	Cross-organisational stakeholders in Services, Brand and Marketing, Policy and Campaigns, Research and Income Generation. Project or campaign delivery teams Development, creative and UX partner agencies.
Unusual specific physical/mental demands associated with the role	None
Travel requirements	To and from office. Some potential travel for customer insight gathering
Unsocial hours	When necessary

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