



DIGITAL ZEN



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**The
Children's
Society**

SOAS
University of London



“STOP ASKING ME ABOUT AI!”

“I don’t have time to think about anything properly”

“We don’t have clear priorities”

“We get given more work, but no more time”

“We have too much to do”

“I feel like we’ve lost control of our website”

“Projects seem to be chosen on a whim”

“We have too many systems”



You are not alone

our digital channels. This role sits in the Communications Team and reports to the Communications Manager. You will work closely with external website developers to deliver a website that showcases *Girls Not Brides* and our role as the global movement to end child marriage.

Job location

London, UK (hybrid with up to three days on site). Includes international travel.

Accountable to

Communications Manager

Salary range

£38,250 rising on an annual incremental basis. *Girls Not Brides* also offers a generous 10% pension.

Contract

This is a permanent full-time role. The successful candidate must have the right to work in the United Kingdom at the time of submitting the application.

1

KEY RESPONSIBILITIES

***Girls Not Brides* website (70%)**

- Lead the development and implementation of the website improvement strategy and project plan, with support from the Communications Manager.
- Recommend and manage changes to the website architecture, front-end design, features, integrations, and user-journey improvements.
- Manage the day-to-day of activity of *Girls Not Brides* website, including uploading content in 3 languages (English, French and Spanish), optimising content for web, updating static pages when needed, and recommending updates and upgrades to the

We work smart and simplify

Not just for a better website...

But for a better team.



24% of staff feel their workload is unmanageable.

17% of staff are working 50 or more hours a week.

Common causes of work-related stress

7

- High demands and workload
- Lack of control
- Insufficient support
- Poor relationships
- Unclear roles and responsibilities
- Change without agency
- Inadequate training

ACHIEVING DIGITAL ZEN





Foundation

DIGITALLY MATURE TEAMS:

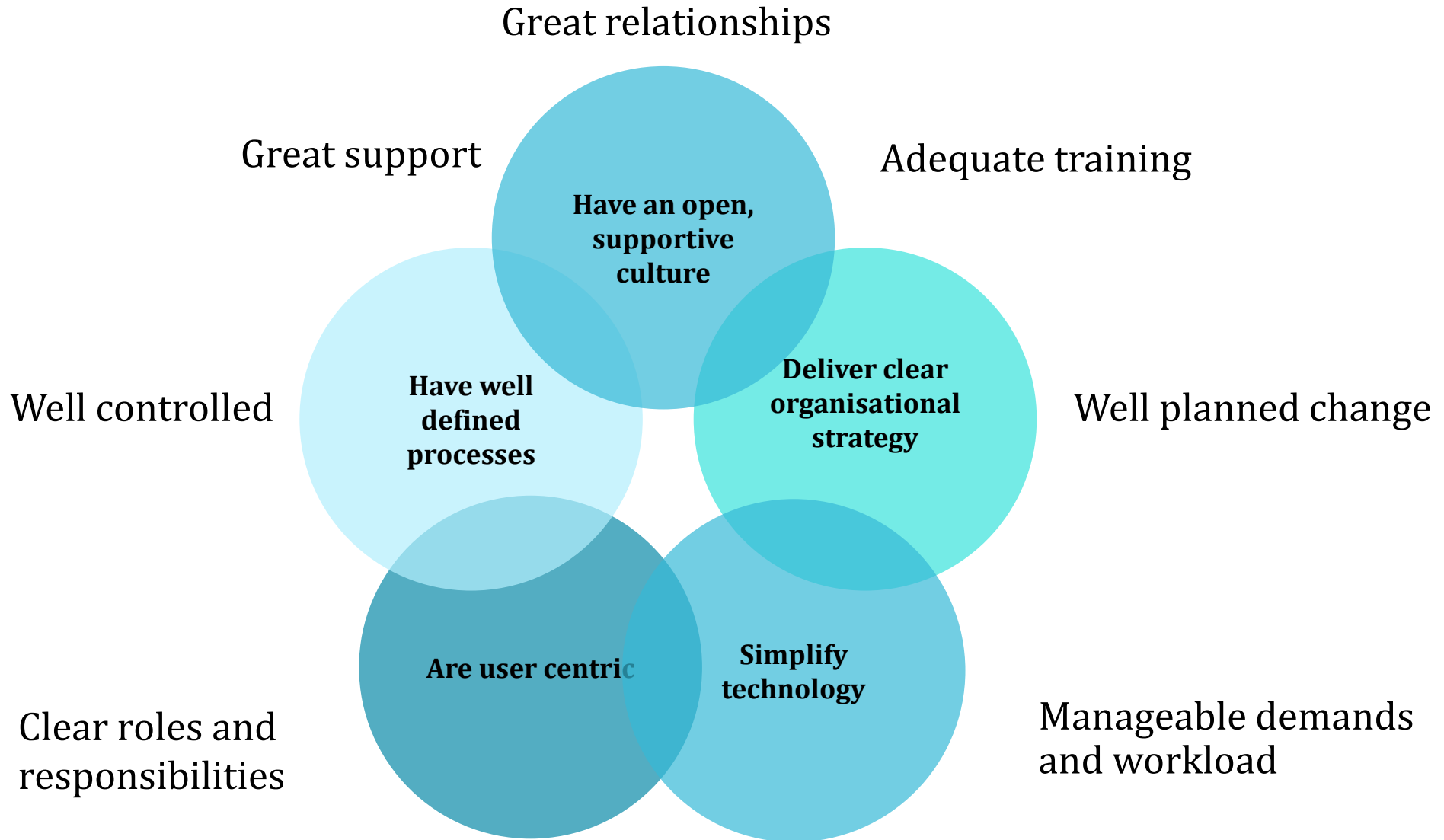
Are user centric

**Simplify
technology**

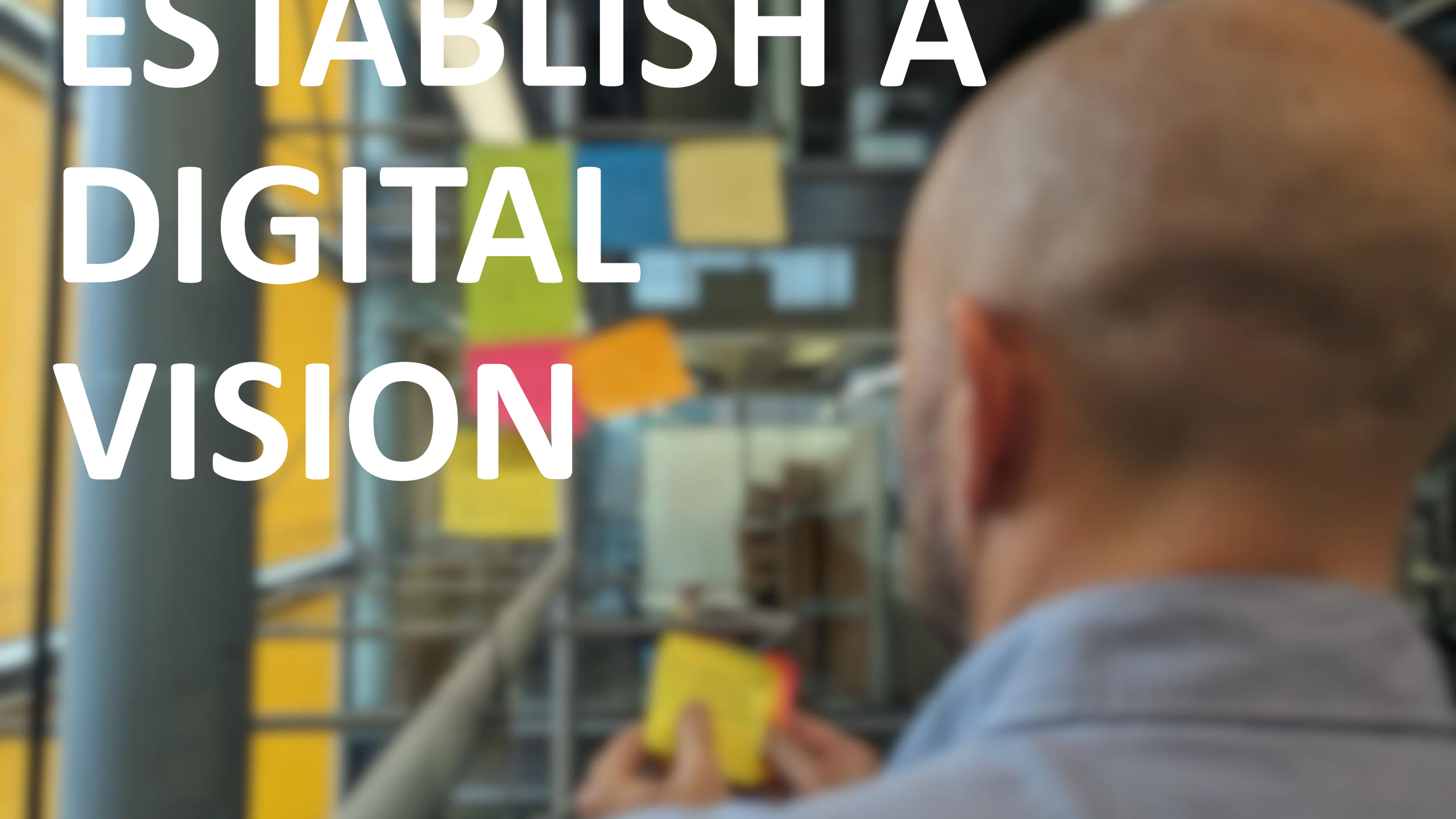
**Have an open,
supportive
culture**

**Deliver clear
organisational
strategy**

**Have well
defined
processes**



**ESTABLISH A
DIGITAL
VISION**



Our Digital Vision



COMMISSION

WISELY

A DIGITAL COMMISSIONING FRAMEWORK

- *Which of our objectives will this project deliver?*
- *Which of our user groups is it for?*
- *What problem will it solve for us or our users?*
- *How do you know this is a real problem?*
- *How will we know when it is working?*
- *What resources will it require to create and maintain?*

PROJECT CHECKLIST FOR DIGITAL MATURITY



Name of your team or department:

Proposed product name:

Your top digital objectives:

Write down the top five digital objectives of your organisation.

Now circle which objectives your project will deliver.

This will help you keep your product aligned with your wider objectives.

1

2

3

4

5

Summarise how the product would help your organisation meet its objectives:

List the audiences this product will engage:

What user needs will the product answer?

What platforms will you be using to promote the product?

What will this product help you do that you're not doing now?

When will the product go live?

How long will the product be live for?



WHAT YOU DO

AND WHAT YOU

DON'T DO



OUR TEAM'S 10 COMMANDMENTS FOR DIGITAL SUCCESS

Our digital team exists to...

We do this by...

We do this because...

Every decision we make links back to...

We endeavour to protect our time by...

We endeavour to develop our team through...

Our greatest assets are...

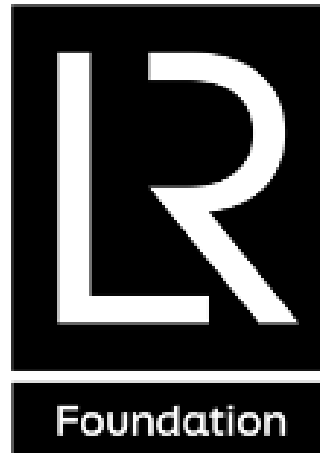
As a team, we value...

We have collectively agreed to focus on...

What we don't do is...



**A WELL-ORGANISED, FOCUSED
TEAM IS A HAPPY & PRODUCTIVE
TEAM**



- Full digital transformation project.
- Brought clarity to the role of digital in delivering Foundation strategy.
- Upskilling teams
- Reduced technical complexity



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- 150 microsites and subsites consolidated into a single platform.
- Simplified user journeys and audience needs.

The Children's Society

- Focused the role of digital on income generation
- Reduced pages by 70%
- Donation rate increased by x6

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