



Role Profile

The Role			
Role Title:	Senior Digital Project Manager	Reporting to (job):	Head of Digital
Legacy job titles covered by this role profile:		Jobs that typically report into this role:	
Function / Org Unit	Marketing & Communication / Digital Media	Job Number: <i>(to be assigned by Reward)</i>	ERCD18
Base and travel	Home and Southwater based	Band <i>(to be assigned by Reward)</i>	
Role Dimensions			
Number of direct reports	0	Manager/Individual Contributor:	Individual Contributor
Number of dotted line reports	0	Budget (Operating/Capital)	Project Budgets (Up to £1.4 million)
Total No of Reporting Staff (include all direct and indirect reports)	0	Decision Making Authority & Responsibility for Resources	<p>Making recommendations for alternative project solutions. This includes the project design, resourcing, supplier approaches, solution designs, etc.</p> <p>The post holder takes input from many sources, combined with their own analysis of the business environment to provide stakeholders, project managers and senior managers with strong recommendations. Although a collaborative approach is taken, it is their</p>

			<p>judgement that drives the final recommendation. The business impact of an incorrect recommendation has potential to be very high (cost, time, reputation). This will be a key interface into the business and so the individual will need to understand the business and IT strategies to prioritise effectively and ensure that project estimation, resource management and process is implemented appropriately.</p> <p>Managing the project RAID (project risks and issues) and deciding on the most appropriate mitigations to project risks identified. Resolving project risks effectively is key to a program delivering business benefits, including all aspects of the Society's Strategy. Failure to mitigate or manage a large project risk could be catastrophic, resulting in high cost, animal welfare or reputational impacts.</p> <p>The job holder operates considerable autonomy in reviewing project processes and evaluating project impacts.</p> <p>The post holder must exercise influence and facilitation skills in bringing the project requesters and resource providers together and getting them to agree on courses of action and project approaches to think outside of their normal area of responsibility.</p>
Working Environment	Office based		

<p>Role Purpose</p>	<p>The Senior Digital Project Manager plays a key role within the Digital team, being the first point of contact for day-to-day team work requests and coordinating and driving a significant programme of major projects as the RSPCA shapes its digital future. As the Senior PM, you will coordinate a wide variety of projects involving a number of internal and external teams, successfully delivering the benefits and outputs of those projects to enable digital transformation across the organisation.</p> <p>RSPCA digital is entering a crucial period, where we will be delivering multiple enhancements and changes to the existing platform on an iterative basis. This role will play a pivotal role in tying all those projects together and driving them forwards.</p> <p>You will be expected to build & sustain key stakeholder relationships, take ownership of project delivery and assess business satisfaction with delivered results.</p> <p>You will control and report on program/project deliverables, progress against milestones, budget, resources, risks & issues in accordance with the digital programme of works and seek to continuously work towards delivery excellence.</p>
<p>Principal Accountabilities</p>	<ul style="list-style-type: none"> ● Lead the management of business as usual (BAU) and strategic projects working within an agile methodology to deliver agreed benefits. ● Prioritise, schedule and coordinate all BAU projects for the digital team and manage and balance the workload to streamline deliveries. ● Responsible for program / project delivery, where the digital strategy requires, BAU and multi-threaded, large scale deliveries. Ensuring the program / project is delivered, within the defined governance process, with control and to the expectations of key stakeholders. ● Lead multiple projects and programs concurrently, allocating tasks to assigned resources in order to ensure that all projects meet agreed quality, cost and timescale parameters to realise benefits that align with the digital strategy. ● Control all aspects of the program / project from inception to implementation. Monitor and report on progress through all stages of delivery, from definition to transition to live operations. ● Ensure project documentation and processes align to standards agreed with the Head of Digital. ● Establish and attend stakeholder meetings and project boards to report on program / project progress, finances, risks and issues to stakeholders and agree owners and actions for all risks to ensure successful delivery. ● Create and maintain a well-structured, professional project environment for your projects, where each staff

member fully understands their role and responsibilities within the program / project and is encouraged to deliver great results. (Project teams will draw upon a cross section of specialist staff from across the organisation, from Directors downward. Project teams can be between 2 to 50+ members).

- Manage the successful delivery of projects on time, to budget and of the right quality using in line with the agile project methodology, taking responsibility for regular reports to the stakeholders and project board.
- Work with the Procurement function to manage and deliver the tendering and formal procurement process on your assigned projects.

Communication

- Manage expectations of key stakeholders throughout the life cycle of programs / projects.
- Provide senior management with fully impacted solution options to complex project issues in order to drive timely decision-making.

Control

- Be a role model to help ensure appropriate functional governance is followed and instil strong disciplines within teams.
- Proactively identify and manage project risks; and monitor and drive the resolution of issues.
- Manage cross project dependencies to mitigate risk to the Society.
- Maintain control of the Project scope through an effective change control process, consulting with key stakeholders as necessary.
- Effectively manage and control individual or multiple project budgets and expenditure forecasts, taking accountability for resources allocated and provide regular updates.

People management

- Provide strong leadership to project resources, framework partners and consultants, defining work, ensuring deadlines are understood and adhered to and that project objectives are clearly articulated and understood.
- Motivate, coach and develop team members through strong leadership and example, identifying and agreeing training and development needs as required.

Key Interfaces	<p>Exerting influence through all levels of the organisation and stakeholder management - negotiating changes to proposed new work and projects, influencing the adoption of change across the organisation, including the selling of new concepts.</p> <p>Proactive participation at project and programme at team and Steering Group level</p> <p>Suppliers, to define statements of work, provide and receive updates, negotiate costs and scope of work and management of performance.</p> <p>Financial accountants - to provide updates on project budgets.</p> <p>The post holder is required to matrix manage project management staff across the organisation. Without direct line management responsibility this will be achieved through effective communication and influencing skills</p>
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The Person	
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Personal Attributes and Key Competencies	<p>Ability to balance the exacting demands of daily BAU work alongside larger projects.</p> <p>Demonstrable ability to create project documents and use tools/systems to keep the project on track. Knowledge and use of productivity management/ticketing systems i.e. Zendesk.</p> <p>Ability to build trust and respect in others and build collaborative relationships</p> <p>Proven ability to implement and follow control procedures.</p> <p>Proven presentation skills.</p> <p>Ability to elicit comprehensive and accurate requirements to make sense of complex situations, rapidly prioritise issues and provide conscious outputs.</p> <p>An analytical yet pragmatic approach to problem solving.</p> <p>Proven ability to communicate with business resources (from differing business functions); establish and maintain</p>
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	<p>relationships with senior management.</p> <p>Demonstrably positive and tenacious approach to problem solving.</p> <p>Ability to quickly absorb and understand new concepts and think of creative solutions to business issues.</p> <p>Ability to adapt quickly to a new environment / situation and gain credibility with a new audience.</p> <p>Process driven, autonomous and an organised completer/finisher.</p> <p>Excellent and articulate oral and written communication; must be able to adapt the style for varied audiences.</p> <p>Must work to a high degree of accuracy with very good attention to detail.</p> <p>Team player, and able to work on own initiative.</p> <p>Dynamic personality, capable of engaging a wide audience during facilitated sessions.</p> <p>Self-starter with a 'can do' attitude who defines and leads not follows or stops at blockers.</p> <p>Ability to cope under pressure.</p>
<p>Essential Key Skills, Qualifications & Experience</p>	<p>Degree level or equivalent professional experience.</p> <p>Certification in an industry standard project management methodology.</p> <p>Considerable experience of working and communicating at a strategic level with key stakeholders in order to build successful relationships and navigate top level politics, with evidence of managing by influence to achieve successful outcomes to complex business problems and proven experience of ensuring that projects remain viable and aligned to scope and strategy.</p> <p>Proven successful delivery of complex enterprise wide change management projects.</p>

	<p>Pro-active knowledge and experience of working to an agile methodology.</p> <p>Experience of running projects for multiple business functions.</p> <p>Extensive experience of stakeholder management, identifying, addressing and resolving differences between individuals and/or interest groups.</p> <p>Proven experience leading a project team through matrix management.</p> <p>Experience of using project management tools to manage development activity.</p> <p>Experience in controlling, reconciling and reporting on projects.</p> <p>Knowledge waterfall methodologies.</p> <p>Experience of analysing complex data to produce useful management information.</p> <p>Experience of using work packages.</p>
<p>Desirable Key Skills Qualification & Experience</p>	
<p>Personal commitment to:</p>	<p>Adhere to the Society's charitable objectives, which are to promote kindness and prevent or suppress cruelty to animals.</p> <p>Take care of their own health and safety and that of others who may be affected by their acts and omissions.</p> <p>Uphold the RSPCA's core values</p> <p>Cooperate with Society policies and procedures</p>

	Understand and comply with any Society Code of Conduct.
RSPCA Core Values	<p>Our values for our employees, volunteers, trustees, branches and future members of our Community Engagement Programme guide everything that we do.</p> <p>They also guide how we work to rescue and care for animals and how we work with individuals, families, communities and other organisations.</p> <p>We are compassionate: we care deeply about the lives of animals, we have empathy for people, we act with kindness and consideration at all times</p> <p>We are inspirational: we are life changing, we inspire by taking the lead, we speak up when others don't, we take brave decisions, we change animals' lives for the better.</p> <p>We are committed: we never give up, we have energy and determination, we rescue animals from cruelty and neglect, giving them new opportunities and supporting others in doing so, and advocate for all animals at risk of harm.</p> <p>We are expert: we have expert knowledge which we willingly share, we act on the basis of evidence, we underpin our decisions and actions with science, data and experience.</p> <p>We act with integrity: we are honest and trustworthy, we act with integrity, we do what's right.</p>

Creation and Authorisation		
<i>Statements in this Role Profile are intended to reflect, in general, the duties and responsibilities of the position, but are not to be interpreted as totally inclusive.</i>		
Profile written by: James Self	Role: Head of Digital	Date: 2/3/2018
Approved by (operations):	Role:	Date:

Approved by (HR): Luan Moorshead	Role: HR Business Partner	Date: 7/5/2021
Date Job last evaluated: 2018		