

Digital Lead

Location: We are very open to flexible, hybrid and home-working (with some in-person attendance and meetings at our office in Leeds).

Contract type: Fixed term for 24 months. Employed or self-employed contract considered

Hours of work: 37.5 hours per week, with flexible and consolidate working arrangements available

Salary: £32,120 – £36,500, full time equivalent (with the potential to increase to £40,880 over coming years)

Reporting to: Head of Operations

Start date: As soon as practicable (to be negotiated)

Purpose: to provide leadership and direction to support Student Minds digital activity and to develop our platforms and infrastructure.

About Student Minds

Student Minds is the charity for student wellbeing and mental health. We are passionate and dedicated to our mission, and to learning from and listening to students. With students at its heart, our purpose is to inspire and challenge higher education to create conditions where every student can thrive, belong and reach their full potential as active members of supportive and effective communities.

Every student is an individual with unique capacities and narratives, a combination of a number of identities. We will celebrate and support all students, while being ready to bring focus and amplify the voices of those whose wellbeing or mental health may be at risk through being marginalised or not sufficiently heard.

You can find out more about the [team at Student Minds on our website](#), read some of the current team member's [reflections on working in the charity](#) and watch our latest [impact video](#).

About the role:

Technology sits at the heart of Student Minds' activity to support student mental health. The Digital Lead is a new role, designed to provide leadership to support Student Minds to make the most of its digital platforms.

Up to this point, Student Minds has embraced the role of technology and content, but we've done so on a project-by-project basis. At this point in our journey, Student Minds needs an experienced person to fill the role and provide direction to the organisation's digital activity. This role will have the mandate to consolidate and develop the charity's core platforms, and identify new digital approaches to enhance our impact.

This is a varied role, giving you the opportunity to develop and use different skills and work across different platforms. You'll have the scope to define the organisation's digital priorities, creating and

managing a digital roadmap. You will work with colleagues across the charity, identifying opportunities for digital delivery and supporting colleagues to make it happen.

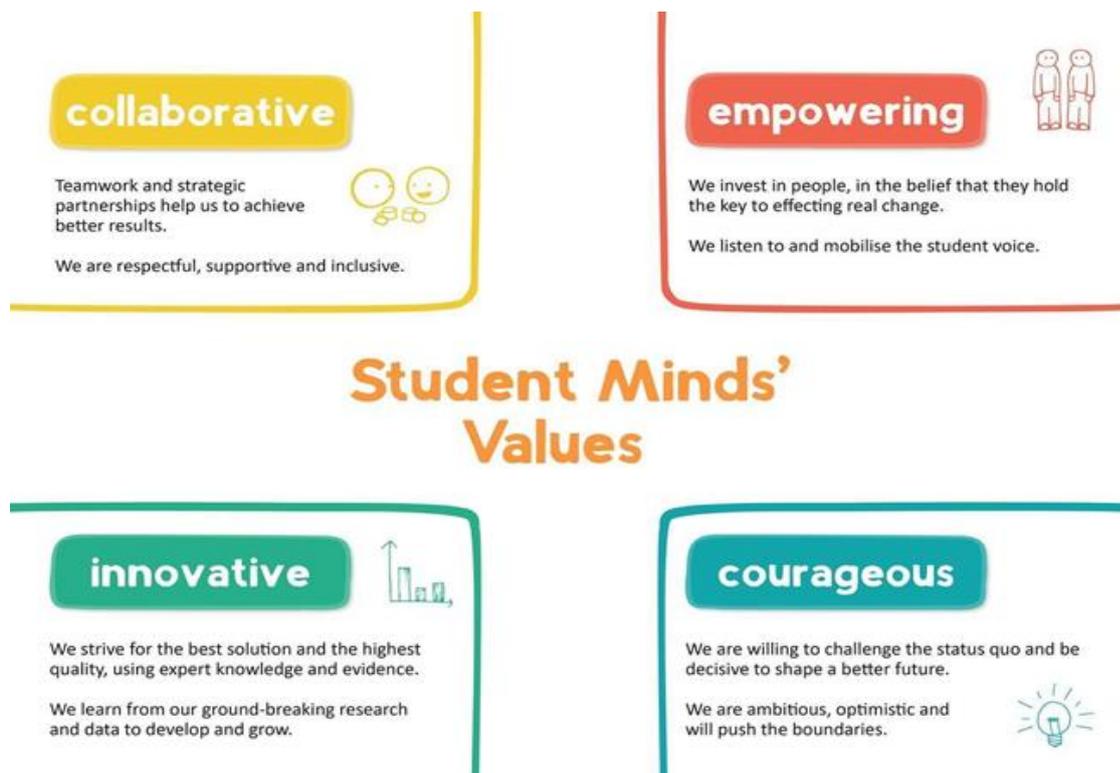
Benefits

We want people to thrive at Student Minds; we believe you do your best work when you feel your best. As such, our team comes first and we are proud of our culture; we offer a supportive, flexible and enjoyable place to work. As part of our staff team, the following benefits are available:

- Generous annual leave allowance - 25 days annual leave, plus bank holidays, plus a 2-week winter closure
- Flexible working - we encourage all employees to reflect on when and where they work best and how they need to fit work around caring or other commitments.
- Wellbeing is at the heart of what we do - we support staff to implement Wellness Action Plans and offer 10% of weekly working hours for you to invest in your wellbeing.

For other benefits and more information please see our [website](#)

Values



Key Responsibilities

Digital strategy and oversight

- Work with the Management Team and other colleagues to understand and prioritise digital opportunities. Develop and maintain a roadmap for digital development across the charity's digital estate, to reflect these priorities.
- Manage a budget to support digital development across the organisation
- Manage relationships with agencies and contractors when necessary to support the delivery of objectives.
- Work with colleagues to identify and pursue funding opportunities to support digital development.
- Be an advocate for digital principles and approaches across the organisation, including agile, iterative and user-centred methods.
- Support the development of digital skills and knowledge across the organisation

Websites and content

- Oversee the Student Minds portfolio of websites, including:
 - <https://studentminds.org.uk>
 - <https://studentspace.org.uk>
 - <https://thewellbeingthesis.org.uk/>
 - <https://www.studentmindsblog.co.uk/>
 - <https://www.unimentalhealthday.co.uk/>
- Undertake user testing of new and existing features and incorporate learnings into your planned delivery.
- Develop content principles and workflows with the Design and Digital Content Manager and the Psychoeducation Lead, to support good practice in content creation.
- Lead the planning and creation of new web content across Student Minds digital properties
- Support colleagues across the organisation to create accessible and user-centred content.
- Manage any content migration projects that may arise from consolidation of Student Minds digital properties.

CRM

- Review the organisation's needs for CRM usage and develop a strategy for the organisation's use of CRM.
- Identify and deliver improvements to the CRM on an ongoing basis
- Be a champion of CRM adoption, supporting colleagues to use the CRM effectively, and identify opportunities for them to improve their ways of working or meet additional objectives.

Other duties

- Such other duties as may be reasonably prescribed by the organisation, appropriate to the grade and responsibilities of this post
- Ensure equality and inclusion responsibilities for your area of work
- Attend team meetings with Student Minds colleagues
- Personal learning development and keeping up to date on research, relevant legislation, policy and practice, and other literature relevant to the role

Person specification

We are open to candidates who don't meet all the experience and skills criteria. We will provide training and support to the right candidate, to enable them to grow into the role.

If you are excited about the responsibilities contained in the role, and you feel you have the personal attributes listed below, we encourage you to apply.

Experience

- Experience of identifying and prioritising areas for digital development in websites
- Experience of managing a CRM in a charity (or similar organisation) for supporter engagement, communications or fundraising
- Experience of working with designers and developers (or equivalent agencies) to deliver digital development
- Experience of managing external suppliers or contractors
- Experience of managing budgets
- Experience of working with content management systems to create and edit web content
- Experience of introducing and implementing digital processes with teams

Skills and knowledge

- An understanding of the principles of developing accessible, user-centred content for the web.
- An understanding of agile and iterative methods of digital development.
- Interpersonal skills, with the ability to communicate complex ideas well in writing and verbally
- Abilities and willingness to learn to use relevant software and applications (such as Google Workplace, Microsoft Office, Slack)

Personal attributes

- Strategic thinking: able to form and articulate a long-term vision for digital at Student Minds, and able to prioritise between competing needs based on impact and strategic fit

- A willingness to learn how to use new platforms and technology, including CMS and CRM platforms, and the initiative to seek out guidance and best-practice.
- Comfortable switching between long-term strategic thinking and planning, and short-term execution
- Commitment to our vision and values including our priorities of student co-production, inclusion and anti-racism
- The ability to work collaboratively, to use empathy and build trust with colleagues
- The ability and willingness to be a champion for digital within the organisation, including influencing colleagues to embrace digital approaches and explaining concepts and planned activity in plain language
- Ability to work on initiative, prioritising a complex workload and supporting the planning of work by others effectively to meet deadlines

To Apply

You'll notice that we don't collect CVs at Student Minds, and instead we have a short application form to create more of a level playing field to all of our applicants. We also ask for anonymous completion of our EDI monitoring form.

To apply, fill in the [online application form](#) and [equality monitoring form](#).

Please detail your relevant skills and experience that make you a good fit for the role. Please use the person specification as a guide. You might want to use [the STAR method](#) to structure the examples you give to questions.

The deadline for applications is Sunday 7th August at 11.59pm

You will hear back from us during the week commencing the 8th August and should you be shortlisted, an **interview will take place online on the 17th August** and will involve a competency interview along with a short task. We will provide details about the task a week in advance to allow candidates time to prepare and we will also provide the interview questions 30 minutes in advance so that all candidates can perform at their best.

If you would like to discuss the recruitment process or need any reasonable adjustments to support your application with us please do contact vacancies@studentminds.org.uk.

We're looking forward to hearing from candidates who want to help us make our vision a reality. We are keen to hear from individuals with personal experience of mental health difficulties and we particularly encourage applications from racialised and minoritised communities, and from men, who are currently under-represented in Student Minds.

If you have any questions about the role itself please contact vacancies@studentminds.org.uk