

Job description

Title: Digital Project Manager (fixed term contract)
Organisation: Bliss, the premature and sick baby charity
Location: Hybrid, with a minimum of 1 day per week to be worked in the Bliss office (SE1)
Salary: £40,000 FTE (pro rata)
Terms: 21 hours a week, 18-month fixed-term contract (to start Oct/Nov 2025 ideally)

Role description

Main purpose of the role

This role is responsible for leading and overseeing delivery of a website redevelopment project for Bliss. This role will work with colleagues in the Digital Team and across the organisation to ensure that the development of a new website is in line with Bliss' strategic priorities and meets the needs of Bliss' service users now and into the future. This role will also work closely with our digital agency project manager and team of developers, UX specialists and designers.

About the team

Bliss has had a long-standing commitment to being a digital-first organisation, and we are proud of the digital innovations and developments we have been able to deliver in recent years. This role will sit alongside colleagues in the Digital Team who will continue to oversee day-to-day delivery of Bliss' digital activities throughout the period of new website development.

Reporting structure

Reporting to Bliss' Digital Programme Lead.

Key responsibilities

To be responsible for the overall project management and development of a new website for Bliss, working closely with an appointed digital agency, Bliss' Digital Team, colleagues across the organisation and service users to ensure that our new website is delivered on time, to budget, and optimised to meet the needs of our service users.

Project management and oversight

- To be responsible for overall project management of the website redevelopment project as per the project brief, working closely with the Digital Team and digital agency
- To develop a clear project plan to establish deadlines, assign responsibilities and monitor progress against timelines and key performance indicators, communicate the project status to colleagues and digital agency, and establish a robust plan in support of project evaluation
- To identify, assess, mitigate and escalate project risks, managing dependencies and ensuring delivery is in line with Bliss' strategic priorities
- To work closely with teams across the organisation to ensure effective coordination and input into the website redevelopment process
- To ensure project deliverables meet required the quality standards and specifications as outlined in the project brief
- To manage plans for necessary training for staff across the charity in using a new CMS and any changes to Bliss' style guide, working with our digital agency and with Bliss' Senior Design Officer to produce training materials or guides, as needed.

User involvement

- To plan, budget and carry out/support our digital agency to facilitate effective and user-led testing to ensure the relaunched website meets the needs of our website users
- To champion Bliss' focus on tackling health inequalities in our user involvement work by recruiting a diverse panel of participants
- To facilitate/support our digital agency to carry out effective, accessible user testing (whether in the form of online group workshops, 1:1s, surveys or other methods), informed by Bliss' involvement best practices, working with our Involvement Lead and digital agency to do so
- To work with our digital agency to analyse and synthesise user feedback, translating user feedback into actionable recommendations for the design and development teams and ensuring user feedback is central to design thinking
- To ensure compliance with accessibility standards (e.g. WCAG) through testing and inclusive design practices
- To champion a user-centred approach throughout the project lifecycle, advocating for continuous user feedback and iterative improvements.

Digital development

- To create an effective, robust and agile website experience for our users and a CMS/CSS which allows for agile future development and is led by user insight, UX, SEO, accessibility and GDPR principles
- To coordinate the integration of existing Bliss sites (support.bliss.org.uk and donate.bliss.org.uk), being led by user feedback and insight from our digital agency
- To coordinate the integration of existing plugins/third-party systems (e.g. website forms, donation platforms, embedding videos/podcasts, email marketing tools) to ensure seamless user journeys, functionality and consistency in design
- To oversee the inclusion of analytics and tracking (GA4, Hotjar) into the website development and ensure it meets our needs
- To lead on content migration and CMS configuration, ensuring the new site is easy to manage and maintain by non-technical colleagues across Bliss.

Budget and management

- To manage the ongoing relationship with Bliss' digital agency and other external suppliers in relation to the website development project
- To be responsible for the website redevelopment budget
- Any other duties as may be reasonably required.

Don't meet every single requirement?

Studies have shown that women and people of colour are less likely to apply to jobs unless they meet every single qualification. At Bliss we are dedicated to building a diverse, inclusive and authentic workplace, so if you're excited about this role, but your past experience doesn't align perfectly with every aspect of the job description, we encourage you to apply to tell us what you can offer our organisation. You could be just the right candidate for this or other roles

Person Specification

Qualities

- Excellent influencing and negotiating skills to manage relationships with external suppliers
- Proven ability to build effective internal and external relationships and to make digital accessible to non-digital people
- Excellent written and verbal communication skills
- Strong attention to detail and desire to make a difference.
- User-focused and committed to delivering accessible, inclusive digital experiences.

Knowledge

- Up-to-date knowledge of digital trends and ability and appetite to keep up to date with advances in these as well as experience of translating these into proven digital enhancements
- Technical knowledge and expertise:
 - Expertise in website CMS and a range of digital technologies
 - Utilising search engine optimisation to increase the targeted traffic
 - AB testing and piloting of digital projects
 - Accessibility standards and best practice
 - Using CSS, HTML and excellent IT skills with the ability to use Word, Excel, and analytics tools such as GA4, Google Search Console, Looker Studio and Hotjar.

Skills and Experience

- Significant experience in digital project management, agile working and the delivery of a website and other digital products and services
- Proven experience of digital innovation and a creative approach to finding solutions and solving technical issues
- Significant experience and understanding of user research / testing, and of managing agencies conducting this on our behalf
- Experience of co-creating digital products and services with users
- Significant experience of delivering digital strategy
- Experience of Google Analytics and other methods of measuring digital performance and using this data to inform and drive development
- Experience in managing budgets, with a high level of numeracy
- Experience working in or with charities or non-profits desirable.

Special conditions

- Able to demonstrate commitment to the aims and objectives of Bliss
- Willingness to work outside office hours and weekends
- Willingness to undertake further training as and when required

Health and Safety and codes of conduct

- To carry out all work in accordance with Bliss' site health and safety policy
- To adhere to Bliss' Equity, Diversity & Inclusion Policy at all times
- To adhere to Bliss' financial monitoring processes
- To ensure compliance with the GDPR and Bliss' Data Protection Policy
- To adhere to Bliss' User Involvement policy and practice and to work closely with a range of stakeholders and users of services to best design, support and evaluate our activities.
- All employees must have a right to work in the UK.

About Bliss

Bliss is the UK charity for babies born premature or sick. Our vision is that every baby born premature or sick in the UK has the best chance of survival and quality of life. We champion the right of every baby born premature or sick to excellent neonatal care, experience and outcomes. We achieve this by improving care, giving voice to babies, and supporting parents to be partners in care. For more information about Bliss, visit bliss.org.uk

Why Work for Bliss? If you work for Bliss, you'll be part of a passionate, hardworking team who are making a real difference to the lives of babies born premature or sick.

Bliss has around 40 staff, most of whom are based in our lovely London Bridge office, with a small number of remote staff based in Scotland and the Midlands. All of our staff work **flexibly**, with everyone able to choose when to work their hours between 7am – 7pm Monday to Friday (working days are up to 8hrs long). This means we can provide lots of options for flexible working, such as annualised or compressed hours, as well as offering roles on a job-share basis.

We really value in-person interactions, so **hybrid working** means staff work in the office for three days over a fortnight but can choose to work wherever they like for the rest of their hours. Staff are supported to work even more flexibly and can choose four weeks per year when they work fully remotely.

Our staff truly embody our **values** of being supportive, trusted and ambitious. In 2024 we asked staff about working for Bliss. **97% of staff said they are treated with fairness and respect at Bliss. 94% said they enjoyed their work at Bliss and their managers are supportive.**

Working at Bliss also means you'll leave work every day knowing that you **make a difference**. We take opportunities to share each other's successes, and we are totally focussed on understanding the needs of our beneficiaries and seeking to address them. We share our findings regularly with each other, so that we all feel **connected to the cause** and see the **direct impact** we are having.

Working for a relatively small charity, you will get a real chance to **shape the agenda** and be able to take **ownership** of a project or task. We can also provide lots of opportunity to work with different teams and on project and working groups, so **you'll never be bored!**

We understand that we all have different priorities at home and we aim to offer a mix of financial and non-financial **benefits**. Our 'better than statutory' benefits include:

- 34 days paid holiday (pro rata for part-time employees) including bank holidays which can be taken whenever desired [26 days of holiday plus 8 days of bank holiday]
- Additional one-off week holiday granted as a 5 years' service award
- Generous contributory pension scheme
- Interest-free season ticket loans and tax-efficient cycle loans
- Enhanced company sick pay
- Enhanced family leave pay (after minimum service)
- Neonatal leave and pay
- Paid time off for volunteering
- Paid Emergency and Dependents leave
- Paid study days.

We have a **relaxed** work-life and dress code, offer free access to an **employee assistance programme** and ensure a genuine focus on ongoing **learning and development** for all staff, with

dedicated L&D time and paid leave for personal L&D activities. Our staff are friendly and kind, and enjoy **social activities** together in and outside of working hours.

We are proud to be a [London Living Wage employer](#), and have signed up to the [Show the Salary](#) pledge.

Accessibility Statement

We are an equal opportunities employer and take pride in our **inclusive** work culture. Having a **diverse** workforce is important to us, to ensure we can best represent and serve all babies born premature or sick every year. We recognise that babies born into families already facing health inequalities may need more, or different, support in order to have the best chance of survival and quality of life so there is a particular focus in our [strategy](#) on driving for equity in neonatal care.

We know that in order to recruit the most talented people, we need to access a wide pool of talent, and this means being as inclusive as possible in how we recruit, support and retain our staff.

Bliss recognises the positive value of diversity, promotes equity and challenges discrimination. We welcome and encourage job applications from people of all backgrounds, including applications from Black, Asian and Ethnic Minority communities, people who identify as having a disability, and LGB+, Trans and non-binary candidates.

Some examples of our accessibility provisions for the recruitment process include:

- Step free access to the building, all key meeting rooms and bathrooms, and an accessible workstation
- Application pack in large / easy read format
- Additional time for interview tasks
- Private space for additional needs (e.g. prayer / breastmilk expression)
- Pre-interview meeting to talk through the role and person specification.

If you need any adjustments to enable you to access this job information, or the application process, please let us know.