



**Evidence.
Ideas.
Change.**

Application pack

Digital Manager

Ref.: PAC/03/2019

Location: London

Closing date: Sunday, 28 April 2019

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ODI is an equal opportunities employer.

The Overseas Development Institute is a Charitable Company limited by guarantee:
Charity No: 228248. Registered in England and Wales: Company No: 661818.

Candidates are strongly advised to study ODI's activities and objectives before completing an application form. Further information can be found on odi.org.

An introduction to ODI

Who we are

ODI is an independent, global think tank, working for a sustainable and peaceful world in which every person thrives. We harness the power of **evidence** and **ideas** through research and partnership to confront challenges, develop solutions and create **change**.

ODI has around 240 staff, two-thirds of whom are researchers with the remainder providing a range of communications and professional expertise.

What we do

- We undertake cutting-edge research and analysis to generate evidence, ideas and solutions.
- We act as trusted, expert advisers to those making change around the world.
- We bring people together to turn ideas into action.
- We communicate our work around the world to increase its reach and impact.

Our guiding principles



We are **independent** and trusted: established in 1960, ODI is non-partisan, non-profit and evidence-driven. Our independence is the cornerstone of our credibility. It allows us to develop fresh ideas, challenge orthodoxies and take the risks we need to succeed.



At a time when the world is faced with complex dilemmas, **innovation** will be essential to finding, testing and scaling bold ideas and solutions. We will be increasingly innovative in the ways in which we bring people together, communicate ideas and increase our influence.



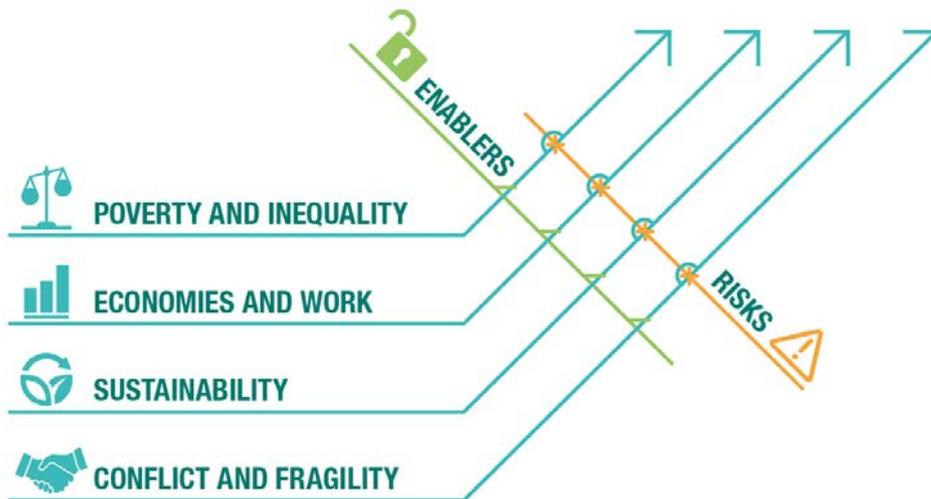
We are a **global** organisation, with staff, partners and ODI fellows in 50 countries around the world. The changes we seek require local knowledge, new relationships and perspectives, and credibility with decision-makers at both the national and international levels. We will therefore strive to broaden where we work in the world, as well deepen and strengthen our links with who we work with, especially at country level.



ODI exists to have real **impact** for those who need it most. This is at the centre of our thinking about what to do, where to go and how we measure our success.

Our work

Our work addresses four key global challenges, and explores the tools and approaches needed to enable progress and address risks.



Our values



Independence

Our work is independent from our funders. Staff are able to challenge donor thinking and policy and the wider development consensus.



High quality

We ensure best practice, innovative approaches and continuous improvement in our research, policy advice and public affairs.



Fairness, diversity and equality

We treat all staff and partners fairly and with respect.



Working together

We continuously try to foster better relationships throughout the organisation. We believe that by working together in a supportive environment, we will achieve more and have greater impact.



Transparency and accountability

We report openly on our use of public funds, and fully communicate our work to our donors, research subjects and partners.



Sustainability

We use resources in a sustainable way, conscious of our impact on the environment.

Job description

Job Title:	Digital Manager
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Department/Group:	Public Affairs and Communications
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Responsible to:	Director of External Affairs
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Line reports:	Senior Digital Officer Publications Officer Senior Communications Officer, publications lead x2 (subject to change following internal review, which is currently ongoing)
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Overview
<p>ODI is an independent global think tank working for a sustainable and peaceful world in which every person thrives. We harness the power of evidence and ideas through research and partnership to confront challenges, develop solutions and create change.</p> <p>Digital transformation and innovation are at the core of our vision to expand our global presence and reach our audiences with compelling content. A visible champion of digital best practice able to influence colleagues at all levels, the Digital Manager is responsible for driving this transformation as institutional lead for ODI's corporate digital channels and content.</p> <p>Heading up a cross-organisational team of editorial, technical and creative professionals, you will oversee the production of hundreds of research papers, blogs and multimedia products each year, as well as directly commissioning, reviewing and editing content to ensure it is consistently high quality, on-brand, and adheres to our values.</p> <p>You will constantly be thinking about ODI's future needs and scanning for trends, looking for ways to increase engagement and improve our digital content, systems and processes. Full of ideas to test and iterate, you will lead the strategic development of our digital communications infrastructure, ensuring this is fit-for-purpose, secure, efficient, and in line with emerging best practice in the sector.</p> <p>In the short to medium term, this role will also offer strategic input and support colleagues through a strategic review and institutional change process.</p>

Main duties and responsibilities

Strategic digital leadership

- Support and influence senior leadership to understand how we can use digital to achieve the objectives set out in ODI's External Affairs Strategic Plan and overall strategy.
- Actively promote digital best practices and innovation across the institute, including through leading ODI's Content and Publishing Hub and encouraging a data-led approach to monitoring and learning.
- Identify opportunities to develop ODI's digital presence based on emerging trends in social media platforms and technology, regularly piloting new tools and approaches.
- Advise teams on the most strategic digital content, platforms and tools to reach their target audiences for particular projects and outputs.
- Support teams across the institute with advice, training and information, e.g. on blogging, SEO, social media, writing for web, commissioning digital products.

Management of content and publishing

- Lead a cross-institute team of editorial, technical and creative specialists both on day-to-day production and on the strategic development of ODI's digital platforms, tools and content.
- Line manage digital and publications specialists, supporting their professional development through regular meetings and feedback/appraisal meetings.
- Matrix manage digital leads within research clusters.
- Oversee and manage the development of multimedia content, including infographics, videos, animations, podcasts and long-form web content, ensuring high quality, consistency, and adherence to the ODI brand and ethical guidelines.
- Oversee the maintenance and development of ODI's digital platforms, especially the ODI website.
- Oversee email marketing strategy and content.
- Develop and maintain clear systems and quality control for digital production across ODI.
- Ensuring digital/publishing suppliers and resources are used effectively and efficiently.
- Recruit and manage temp support for content and publishing projects as necessary.
- Commission freelancers and external agencies as necessary.

Editorial

- Ensure brand compliance and editorial excellence across ODI's corporate digital channels and content, including by reviewing and editing ODI blogs, social media and website content.

- Work with colleagues to commission and develop compelling, relevant web content from our researchers and research, in connection to major news stories where possible, ensuring effective and appropriate messaging.
- Oversee ODI's editorial calendar, ensuring fresh and compelling content is published daily.

Person specification

Essential

- Substantial experience managing a digital team and leading on digital transformation for an organisation.
- Experience of influencing individuals at all levels to deliver excellent digital outputs, with the ability to develop and maintain strong working relationships with both internal and external stakeholders.
- Track record in developing innovative, excellent digital content, from blogs to graphics to multimedia, with strong editorial judgement, an 'eye' for telling a story across multiple digital platforms, and the ability to summarise complex data and messages.
- Experience of developing editorial policies incorporating best practices, legal requirements (e.g. copyright and Creative Commons) and ethical considerations (e.g. informed consent).
- Excellent writing and editing skills – strong understanding of different writing styles for different audiences, with substantial experience of writing for web.
- Strong project management skills, with proven ability to manage and prioritise a complex workload.
- Strong awareness of external digital trends and an appetite to innovate.
- Proven experience of strategically developing websites, with a good understanding of user experience, accessibility requirements, SEO, and open-source content management systems (preferably Drupal).
- Experience using Google Analytics and key social media analytics tools.
- Track record of engaging and building audiences across digital platforms.
- Experience of managing staff and commissioning digital products from external agencies, developers, designers and editors.
- Self-motivated, with the ability to generate new ideas and bring them to fruition.
- Excellent IT skills, with good knowledge of Microsoft Office applications and the ability to quickly pick up new tools and software.

Desirable

- Experience managing and supporting teams through an institutional change process.
- Working knowledge of HTML, CSS, Adobe Creative Suite.
- Knowledge of and interest in wider communications activities (publications, events, public affairs, media).
- Knowledge of and interest in international development issues.
- Experience in publishing, design, advertising, marketing, political organising, journalism, multimedia production, or public relations.

Key relationships and contacts

Public Affairs and Communications staff, especially digital and publications leads
Researchers and heads of research programmes
Senior Media Officer
Director of External Affairs
AV team
Head of Business Technology
External contractors and providers (e.g. designers)

Application process

ODI job site: <https://jobs.odi.org.uk>

Closing date: The closing date for receipt of applications is midnight, UK time, on: **Sunday, 28 April 2019**

Expenses: It is our policy to only support the travel expenses to attend an interview for those who are travelling from outside the UK. Please contact the HR Department to discuss this and to ensure their approval prior to booking.

Terms of employment

Location: ODI is based at 203 Blackfriars Road, London SE1 8NJ, UK

Salary: £40,575 to £50,466 per annum on ODI's pay structure. Starting salary will be dependent on qualifications and experience, and subject to review.

Salary will be payable by equal monthly instalments (half in advance, half in arrears) on the 15th day of each month.

Hours: 09:30–17:30, Monday to Friday, 35 hours per week.

Contract: Permanent All contracts of employment are subject to a Choose an item. probationary period.

Leave: 25 days per annum, plus statutory holidays and 3 days' paid leave for the office closure during the Christmas and New Year period. Maternity, paternity, adoption and parental leave. Full-pay sick leave after a qualifying period.

Pension: The Institute offers a contributory pension scheme with the Universities Superannuation Scheme (USS). www.ussq.co.uk

Union: ODI recognises UNITE and all staff have the right to become members.

Additional benefits

Loans: The Institute offers an interest-free season ticket loan on completion of probationary period.

Cycle to Work Scheme: Save up to 42% on the value of a bike and accessories for commuting and pay monthly through your salary.

Learning and development: ODI offers a comprehensive Learning and Development programme, with training available to all staff at all levels in a range of skills areas.

Career progression: ODI provides biannual career progression opportunities to all staff, whether through our researcher career progression (promotion) route or through our non-researcher career development route.

Employee assistance programme: Confidential Health and wellbeing support.

Flexible working options: Support in maintaining a healthy work-life balance.

Maternity, paternity and adoption leave: Enhanced pay for eligible employees after a qualifying period.

Relocation: Assistance is available towards employees who have been recruited from a place outside the UK.

Other information

ODI is based at: 203 Blackfriars Road, London, SE1 8NJ.

Our offices are close to a wide range of cafes and bars, and to Waterloo, Waterloo East and Southwark stations. There are good transport connections to all parts of London.

ODI is within easy walking distance of South Bank Concert Halls, the Old Vic and National Theatres.

Please note ODI can only sponsor (senior) positions requiring a PhD, or where there is a shortage of applications. We are obliged to give priority to those who do not need sponsorship when offering a job.



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