

TERMS OF REFERENCE

POSITION:	Digital Project Manager
UNIT:	Digital Media Unit
PLACE OF WORK:	Save the Children Italia (Roma) with overseas travel where required
LINE MANAGER/REFERENT:	Head of Digital Media

INTRODUCTION TO SAVE THE CHILDREN

Save the Children is the world's leading independent organisation for children.

OUR VISION is a world in which every child attains the right to survival, protection, development and participation.

OUR MISSION is to inspire breakthroughs in the way the world treats children, and to achieve immediate and lasting change in their lives

Save the Children Italia (SC Italia) was created as an ONLUS in 1998 and is now a prominent member of Save the Children International.

SAVE THE CHILDREN'S VALUES:

ACCOUNTABILITY: We take personal responsibility for using our resources efficiently, achieving measurable results, and being accountable to supporters, partners and, most of all children.

AMBITION: We are demanding of ourselves and our colleagues, set high goals and are committed to improving the quality of everything we do for children.

COLLABORATION: We respect and value each other, thrive on our diversity, and work with partners to leverage our global strength in making a difference for children.

CREATIVITY: We are open to new ideas, embrace change, and take disciplined risks to develop sustainable solutions for and with children.

INTEGRITY: We aspire to live to the highest standards of personal honesty and behavior; we never compromise our reputation and always act in the best interests of children

To finance our work we depend on the support of the general public, volunteers, the corporate sector, governments and international donor agencies.

JOB PURPOSE

Within the Marketing & Communications Area in particular in the Digital Media Unit of Save the Children, the Digital Project Manager will be required to support the development of Digital as a key enabler for the marketing & communications objectives and potentially for wider Organisation ambitions.

RESPONSIBILITIES:

- Supporting the Organisation's digital strategies to identify, design and deliver successful solutions to improve communications, fundraising and potentially other areas objectives within the Organisation.
- Supporting design and development of digital marketing & communications projects from a cross and technical point of view, identifying business and IT requirements, managing the full lifecycle as well as the project management process and potentially the relation with external agencies.
- Supporting the Organization to improve the internal capabilities and skills in order to avoid delivery bottlenecks and make Digital truly scalable across different areas.
- Identifying, designing and providing digital platforms and tools to improve efficiency and effectiveness in every day processes and work.
- Managing the day-to-day and smooth running of a range of digital projects, also identifying any possible improvements in terms of performances, usability and accessibility as well as integration with other systems or platforms to leverage on data asset and improve our analysis capabilities.
- Improving project management skills and culture on digital related projects.

EXPERIENCE AND QUALIFICATION:

- A minimum of 3 years experience in managing digital projects focused on marketing & communications.
- Excellent understanding of digital project and implementation methodologies and ability to highlight opportunities and risks at the appropriate stage of the project
- Ability to manage changing business and technical requirements
- Very good understanding and knowledge of web standards and trends in terms of usability, accessibility also considering the mobile growth
- Good understanding and knowledge of web tracking issues and platforms such as Google Analytics, Webmaster tools, Tag manager, etc;
- Strong familiarity with multiple technology platforms i.e. mobile apps, web, email and streaming media
- Very good numeracy skills for estimating, scheduling, production and invoicing purposes
- Excellent communication skills – both internally and supplier facing
- Be able to demonstrate an informed opinion about the digital marketplace
- Forward thinking and genuine passion about Digital, with an ability to innovate and leverage technology as it evolves

- Be analytical with great attention to detail, ensuring consistent improvement in the quality of our output
- Working knowledge of digital design and production software
- Knowledge of scripting and mastering of Excel
- Knowledge of the Adobe Creative Suite
- Written and verbal fluency in English is essential

SKILLS AND BEHAVIOURS (OUR VALUES IN PRACTISE):

Accountability:

- Holds self accountable for making decisions, managing resources efficiently, achieving results together with children and role modelling Save the Children values.
- Holds the team and partners accountable to deliver on their responsibilities – giving them the freedom to deliver in the best way they see fit, providing the necessary development to improve performance and applying appropriate consequences when results are not achieved.
- Creates a managerial environment in-country to lead, enable and maintain our culture of child safeguarding.

Ambition:

- Sets ambitious and challenging goals for self and team, takes responsibility for own personal development and encourages team to do the same.
- Widely shares personal vision for Save the Children, engages and motivates others.
- Future oriented, thinks strategically and on a global scale.

Collaboration:

- Builds and maintains effective relationships, with own team, colleagues, members, donors and partners.
- Values diversity, sees it as a source of competitive strength.
- Approachable, good listener, easy to talk to.

Creativity:

- Develops and encourages new and innovative solutions.
- Willing to take disciplined risks.

Integrity:

- Honest, encourages openness and transparency.
- Always acts in the best interests of children.

PERSONAL SKILLS AND OTHERS:

- Demonstrable commitment to the vision, mission, values, principles, aims of Save the Children.
- Sensitivity/appreciation of diversity and ability to derive added-value from it.
- Proven ability of team working.
- Self motivated, flexible and proactive.
- Good analytical skills with the ability to identify key points from complex material or information.