



Girlguiding



Application pack

Senior digital product owner

£49,378 + £3,500 location allowance (LA) per year
(rising to £52,047 + LA after you successfully complete probation)

London

Closing date: 5 September 2024



Stonewall **DIVERSITY
CHAMPION**

**Business
Disability
Forum**
Building
disability-smart
organisations

Welcome

Thank you for your interest in joining our team.

Here at Girlguiding, we're all about the girls.

For over 100 years, we've given girls a space where they can be themselves and have fun – we help them to laugh, learn, explore and have adventures.

Our vision is for an equal world where all girls can make a positive difference, be happy, safe and fulfil their potential. We're fully committed to building a world where all girls know they can do anything.

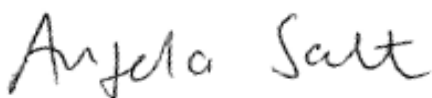
Join us to celebrate with girls on their first adventures with new friends. To watch with pride when girls speak out on the issues that matter to them. And to support our amazing volunteers to learn new skills and give girls exceptional experiences.

It's an exciting time to join Girlguiding, as we transform and evolve the way we work. We want to be more flexible for volunteers and reach more girls in underrepresented areas. We've also modernised the way we look and feel, to better reflect who we are and what we do today.

We know the benefits of a diverse workforce, so we're committed to inclusivity and to employing people from all backgrounds. Girlguiding is proud to be part of the Stonewall Diversity Champions programme and is a member of the Business Disability Forum. We welcome applicants from all backgrounds.

Together with volunteers, we'll continue to create positive change with and for girls and young women. We're looking for skilled, passionate people to help us - I hope you feel inspired to join us.

Thank you,



Angela Salt OBE

Chief executive



About Girlguiding

Girls can do anything.

We help every girl discover this for herself, whether she's 4 or 18 or in between. All girls have a home at Girlguiding – whoever they are, and wherever they are. This is a place where she can be herself, get creative, explore, and most of all have fun. Where she'll make special friends and do things she never thought she could.

Girlguiding is what each girl wants it to be. She can choose her own path through our activities and events. It might be giggles in sleeping bags. Songs around a campfire. The buzz of getting a new badge. The sound of thousands of excited girls at their very own music festival. The thrill of doing something for the first time. Coming home exhausted and full of stories and having made new friends.

We help girls think big and be bold. We catch them if they stumble and encourage them to try again. We show them a world of possibilities big and small.

We're for girls, with girls, led by girls.

We're Girlguiding.

Our vision

An equal world where all girls can make a positive difference, be happy, safe and fulfil their potential.

Our mission

Through fun, friendship, challenge and adventure we empower girls to find their voice, inspiring them to discover the best in themselves and to make a positive difference in their community.

Our values

Caring • Challenging • Empowering • Fun • Inclusive • Inspiring

Girlguiding's sections



Rainbows welcomes all girls from 4 to 7 years old for play, learning and tons of fun in a colourful, safe space.

[See more of what Rainbows do](#)



Brownies welcomes all girls from 7 to 10 years old for nonstop fun, learning and adventure.

[Find out more about Brownies](#)



Guides is a relaxed, welcoming space where girls can have fun, learn and be themselves with good friends from 10 to 14 years old.

[Discover more about guides](#)



Rangers is a space for girls from 14 to 18 to get together to have fun, learn more, give back, hang out, and just be themselves.

[Explore more about Rangers](#)

Girlguiding's strategy

Today, tomorrow, together

We're working towards 4 key goals:

An unrivalled, girl-led experience

We want to offer experiences so fun, accessible and empowering that they inspire more girls, young women and volunteers to join than ever before. So we're going to keep putting girls at the centre of everything we do. Every decision we make, big or small, should be led by girls and young women.

Rewarding and flexible volunteering

We want all volunteers to enjoy their time with us. We want volunteering to be flexible so it's easier for people to give their time. So, we're going to create opportunities that fit around people's lives. This will give more people the opportunity to share their talents and deliver great guiding to reach more girls and young women.

An inclusive and impactful organisation

We want Girlguiding to have an even bigger impact and influence on local communities and across the UK. So we're going to find fresh and exciting ways to welcome new girls and volunteers to make sure our community develops to reflect the world around us. We're going to make more people better aware of Girlguiding by proudly telling the world about our amazing achievements and hero girls' voices.

Building a sustainable and future-proof organisation

We want to make sure Girlguiding is fit for the future so we can continue to give girls great experiences. We'll adapt how our organisation is designed and how we work to be the most effective organisation possible. We want our staff, volunteers and members to become 1 team.

[Find out more about our strategy](#)

Girlguiding's structure

Girlguiding breaks down into gradually smaller groups that make guiding possible in their area. All guiding units and areas are charities in their own right.

At a UK-level we're overseen by our board of trustees, who make decisions and make sure they're carried out. Our chief guide is one of them.

Our chief executive heads Girlguiding's UK staff team and is responsible for making sure the work they do follows the direction the trustees have agreed. Our team is spread across several sites:

- Girlguiding headquarters in London
- Our activity centre, ICANDO, in London
- Trading service in Altrincham, Cheshire

Our council represents Girlguiding's membership. Members, who come from all our countries and regions, can be consulted on major projects to make sure that decisions reflect the opinions of our members UK-wide.

Girlguiding was established as a charity by Royal Charter in 1922. Our Royal Charter is our governing document. The bye-laws within it set out the rules for how we must be governed. For example, it states how many trustees we must have and what our council does, among other things.

[How we are run](#) page on our website has more information on our trustees, council and chief guide team.

For more information on our accounts see:

[2022 annual report and financial statements](#)

[Our profile on the Charity Commission website](#)

A new digital future for Girlguiding

Girlguiding helps all girls know they can do anything. And to do this, we need to make sure that everyone in guiding is supported by brilliant technology. That's why Girlguiding is starting a long-term project, to ensure that volunteers, girls, parents or carers and Girlguiding staff can all enjoy smooth and efficient technologies by 2028, and spend time doing what really matters – helping girls enjoy the magic of guiding. This programme referred to as Digital Futures, is a five-year roadmap for Girlguiding's tools, technologies and processes enabling Girlguiding to continue to evolve in the future. Staying tuned into everybody's needs is at the heart of the work, with a focus on a people-centred approach to service and solution design.

You'll be part of the programme team, working alongside an external technology partner, and connected to a wider programme of Transformation activities for Girlguiding.

The role

Overall purpose

- To lead and manage one or more of Girlguiding's digital products, including their quality, visions, and priorities, ensuring they meet user needs and stakeholder needs whilst meeting strategic objectives, while line managing a junior member of the team and supporting the team in their aims and coaching, and helping to define best practice.

Main area of responsibility

Operational delivery

- Manage and lead on several of Girlguiding's digital products, delivering enhancements and continual improvements and ensuring they are compliant, accessible, on brand and follow best practice, including the membership database.
- Ensure the products are aligned and deliver against our digital principles, digital strategy and meet Girlguiding's strategic objectives.
- In partnership with business owners and external customers, set product visions, formulate, and prioritise needs, refine and maintain healthy backlogs, manage internal and external stakeholder communications and expectations, while creating ideation of next step development.
- Be the business area and product subject matter expert, and the voice of the internal and external users, for product.
- Work closely with colleagues across Girlguiding to ensure a holistic approach to the digital estate with integrated customer-journey across all digital products.
- Maximise the benefits of digital tools to meet users' needs, keeping up to date with industry advances.
- Be the point of escalation on decisions, risks, issues and blockers for the teams working on products.
- Champion, and lead, product and UX/UI guidance within Girlguiding.
- Review and implement new processes and ways of working, improving the way that existing products are continuously developed, and work with Digital colleagues on how work is planned and delivered by teams across Girlguiding and external suppliers
- Manage external agencies, partners, and freelancers as appropriate, including any budgetary requirements.
- Manage the budgets of existing products alongside business owners and the Lead product manager, supporting business cases to senior stakeholders for change requests.

- Collect and present key performance data and analysis for products, helping the product teams to understand quantitative and qualitative evidence, and identifying opportunities for improvements, with frequent senior internal stakeholder engagement, feedback, and testing.
- To co-ordinate and run scrum & kanban ceremonies as required during development periods, while creating healthy backlogs with appropriate user stories and acceptance criteria

Additional information

- To undertake any other duties that may reasonably be required to fulfil the duties of this post.
- Evening/weekend working is required, this will be a minimum of once a month over 12 months, for which time off in lieu will be given.

The person

Criteria	Assessment A, I, T	Essential or Desirable
Skills		
Ability to build constructive relationships with a broad range of senior internal and external stakeholders.	I	Essential
Excellent verbal and written communication skills.	A/I	Essential
Ability to resolve complex situations and deal sensitively with differences of opinion.	I	Essential
Ability to make decisions based on evidence within competing priorities and stakeholder requirements	I	Essential
Strong project management skills – suitable for managing large and complex projects – familiar with both Agile and Waterfall methodologies.	A/I	Essential
Experience of		
Development and delivery of large-scale and complex website redevelopments and digital products (for example mobile apps or customer service products).	A/I	Essential
Reviewing and developing digital products that work for multiple audiences.	A/I	Essential
Assessing evidence of user and stakeholder needs for the production and prioritisation of product developments and continual improvement.	I	Essential
Developing and delivering digital products for large organisations.	A/I	Essential
Managing internal team(s) members, external agencies, partners and freelancers.	A/I	Essential
Budget management of delivery programmes and products.	A	Essential
Experience of volunteer-lead, membership and not-for-profit organisations	I	Desirable
Degree-level education or holder of an equivalent qualification or at least 1 year experience in the field with either some experience of Digital Delivery / Digital Marketing / Discovery / Data collection and analysis.	I	Essential
Knowledge		
A practical understanding of diversity and inclusion at work.	A/I	Essential
A wide range of digital disciplines including: digital product management, user experience design, content	A/I	Essential

design and accessibility (inc. A/B testing and CRO techniques).		
Analytics, digital metrics and other relevant evaluation/benchmarking for digital.	A/I	Essential
Current and emerging digital trends, best practice and technologies.	I	Essential
Have obtained a PSPO-1 qualification or equivalent + 3yrs experience (min)	I	Desirable

*A = Application form I = Interview T = Test

Employment details

Contract type

This is a permanent role for 35 hours per week. However, at times you may be required to work more hours, including evenings and weekends. Time off in lieu (TOIL) will be available to cover this. We don't pay overtime.

Location

You'll be based at Girlguiding headquarters, 17-19 Buckingham Palace Road, London SW1W 0PT. Occasionally you may need to do your role from other Girlguiding premises within a reasonable travelling distance of this location. You may need to travel inside the UK as part of working for Girlguiding.

Salary

The salary for the position is £49,378 per year plus £3,500 location allowance (LA). Once you successfully complete your probation, your salary will increase to £52,047 per year plus LA.

Location allowance is payable to those who work in accordance with our hybrid working model and attend the office 40% of the time.

Holiday entitlement

You'll have 25 days of paid holiday per year plus bank holidays. This will increase by 1 day for every year of service to a maximum of 30 days.

This allowance will be pro-rata for part-time and fixed-term employees.

Medical and criminal records check

Once you're appointed, you'll need to fill out a confidential occupational health questionnaire. This will let us consider how we can make any reasonable adjustments you need.

We may ask you to do a Disclosure & Barring Service (DBS) check. You'll only be able to work for Girlguiding if this is satisfactory.

How we value our people

We recognise the fantastic commitment and efforts our staff make to keep Girlguiding running smoothly and efficiently, and to open up a world of possibilities for girls. So we offer a wide range of **employee benefits**, including:

Being family-friendly and flexible

We have a generous family-friendly policy, incorporating maternity, paternity / partner, adoption and shared parental leave. We top up Statutory Maternity Pay to 100% of your salary for the first 20 weeks of maternity leave, 50% for the next 19 weeks and 30% for the final 13 weeks.

We're also a member of Tommy's Pregnancy at Work Scheme, which provides advice and guidance for pregnant employees.

Flexible working

We're committed to supporting you to achieve a good work-life balance. We offer flexible working options wherever we reasonably can. This can include hybrid working, part-time working and flexi-time. We also offer time off in lieu (TOIL) if you need to work outside your usual hours, for example to attend an event or committee meeting.

Pension

We offer a competitive group scheme, where we contribute 10% of your salary to your pension when you contribute a minimum of 5%.

Life assurance

We automatically enter all our staff into our life assurance scheme. It will pay out a tax-free sum to whoever you choose if you die. This will be 4 times your salary. All our casual staff are entitled to up to £5,000.

Leave

We give staff 25 days' annual leave, which increases by 1 day for every year of service to a maximum of 30 days.

We also encourage our staff to volunteer. You'll get 5 days of volunteering leave, which you can use to support Girlguiding or other organisations.

We offer career breaks too. After 3 years of working for Girlguiding, you can apply for a break of between 3 months and 1 year.

Interest-free season ticket loan

After you complete probation, we can offer you an interest-free season ticket loan up to a maximum of £10,000 a year.

Cycle2Work scheme

We take part in the government's Cycle2Work initiative. This scheme allows you to buy or rent bikes and accessories through Girlguiding, in partnership with Halfords, while saving on tax and national insurance.

Looking after your health and wellbeing

As a Girlguiding employee, you'll be able to take part in our Healthcare Cash Plan. This provides money to help you cover the costs of medical, dental and eye care. We also offer free flu vaccinations to all staff every year.

If you regularly use a laptop for work, we'll offer you a free eyesight exam every 2 years (after you complete probation). And we'll contribute £55 towards glasses.

Our Employee Assistance Programme is there to help you and your immediate family, offering independent help, information and guidance. Free and confidential support and guidance is available 24/7 via its helpline, plus up to 8 counselling sessions.

We also offer our staff discounts at more than 3,000 gyms, health clubs, leisure centres and yoga studios.

Your learning and development

We offer a wide variety of learning and development opportunities, from in-house workshops to external courses. We encourage all our employees to continuously develop their skills through personal development plans, our annual training calendar and an Assisted Study programme, where we may offer financial support and/or time off to do professional work-related qualifications.

Staff who have successfully passed their probation can also apply for 1 annual professional subscription a year to help them learn, develop and perform well in their role.

Retail discounts

You'll get a 10% discount at our Girlguiding shop. We also offer a range of retail, entertainment, food and drink and other discounts via our BenefitsHub.

Flexible benefits

With a diverse workforce, we know certain benefits we offer will appeal to some staff more than others. So we've introduced some flexibility on what benefits you can choose, to a level that suits you. And you'll have quick and easy access to benefits through a handy app.

Staff consultation

Consulting with our staff is really important to us. We have a consultation group, made up of a representative from each team, so you can have your say on important issues.

Fun stuff!

Life shouldn't be all work and no play, so we take part in the softball charity league and run regular quizzes. We also have a social committee to arrange events outside of working hours.

Please note that benefits aren't part of your contract of employment and are subject to change at Girlguiding's discretion.

How to apply

This recruitment campaign is being handled by Anderson Quigley.

For further information about the role and/or to apply please contact: XXXXX

We recommend that you submit your CV and supporting information as soon as possible. We reserve the right to close vacancies at any time, when we've received enough applications.

Unfortunately, we're unable to give feedback to candidates not shortlisted for interviews. We do offer verbal feedback to candidates we interview, if they would like it.

For our staff, girls and volunteers, we want to be a place where everyone is welcome, is free to be themselves, and has an equal sense of belonging – whoever they are and wherever they're from. We are committed to employing and supporting a diverse workforce and welcome applicants from all backgrounds.