

Donor Journey Manager (Digital Products) – Donor Experience (Band 7)

About the Role

In the role of Donor Journey Manager (Digital Products), you will lead on shaping a stage of the donor journey. You will work closely with Service Owners, fellow Donor Journey Managers and our Agile Product Centre Teams to inform delivery of improvements for our donors. Your responsibilities will include:

- Acting as owner of the “Booking & Account” stage in the donor journey, which includes key digital products like the GiveBlood App and Website Portal, you will be empowered & accountable to shape & develop the service across all channels.
- Developing and sharing insight to manage performance and identify opportunities to improve the Donor experience and acting as the Donor champion, driving teams to meet and achieve Key Performance Indicators.
- Ensuring the donor experience strategy is clearly articulated for the entire service experience, by understanding and prioritising what matters most to our donors and using that to drive business change. Escalating issues and resolving problems first-hand.
- Leading different business units in complex pieces of work through matrix working to ensure initiatives align to the donor strategy, fostering collaboration and leading culture changes across the business.
- Leading implementation plans with delivery teams outside of Donor Experience by being responsible as a point of approval to ensure the donor experience is protected or adapted appropriately.
- Challenging all stakeholders “what if”, driving innovation for the donor with internal and external stakeholders.

Occasional travel away from base will be required, with prior notice.

Organisation Structure



About Us

Our **Core Purpose** is to save and improve lives while demonstrating our values every step of the way.

Our **ambition** is to be the best organisation of our type in the world by living our **values** every day.

Our **Core Values** are: **Caring** about our donors, their families, our staff and the patients we serve; Being **Expert** in meeting the needs of our external and internal customers and partners; Providing **Quality** products, services and experiences for donors, staff and patients.

About You - This section details the personal attributes we require for this role. You will need to demonstrate these throughout the recruitment process

Behaviours and Values

- **Communicating** – Friendly and approachable, able to relate to staff, donors and patients from all backgrounds, promoting NHSBT positively.
- **Collaborating** – Know the importance of your own behaviour and body language when communicating and working with others.
- **Leading** – Professional in matters of confidentiality, security, integrity, honesty, performance, attendance, and appearance
- **Customer focused** – Demonstrate and promote high standards of quality customer care to both internal and external customers.
- **Performing** – Able to use and act on feedback from others on your performance and behaviour to increase your own self-awareness.
- **Innovating** – Consider, suggest and be open to alternative ways of working to make continuous improvements

Skills and Abilities

- Communicate succinctly, clearly, and accurately in plain simple English, both verbally and in writing
- Be an effective team member who can relate to colleagues at all levels across our large multi-site organisation with tact and diplomacy.
- Motivate others, promoting a clear sense of purpose and a positive attitude to work with individuals and teams.
- Follow given instructions and ensure the services you provide are in line with standard processes and good practice, showing attention to detail.
- Organise and prioritise own workload and where required workload of others, taking responsibility for delivering results within agreed timescales and standards within an environment of changing priorities and pressures
- Use initiative to look out for issues at work, acting quickly and calmly to focus on finding a solution

Experience and Knowledge

- Demonstrable, significant experience in a digital or user experience role.
- A proven track record in a commercial or service orientated environment.
- Experience of developing agency relationships.
- Experience of working in a business to consumer marketing environment.
- Experience of developing and executing customer strategies.
- Experience of managing external agencies to deliver change.
- Experience of working with Information Technology using Microsoft Office packages (Word, Excel and PowerPoint) .

Qualifications and Training

- Degree in a relevant subject or equivalent demonstrable experience.
- Masters' degree or equivalent demonstrable experience to Masters' level.
- Demonstrate a commitment to continued professional development.

