## DIGITAL PRODUCT MANAGER
## DIGITAL – Fundraising

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| **Job Title:** | Digital Product Manager |
| **Reporting to (job title):** | Group Head of Fundraising & Development and Communications |
| **Responsible for (direct reports):** | N/A |
| **Location:** | Dublin/ Hybrid |

### Job Purpose:

A fixed-term 18-month role focused on driving the development and optimisation of Dogs Trust Ireland's digital products, including our website, fundraising platforms, and microsites. This role ensures a strategic focus on digital engagement and user experience, working closely with Dogs Trust UK's Digital Experience Team to align digital initiatives with organisational goals and maximise donor impact.

**Why Join Us?**

- **Make a Difference**: Play a crucial role in helping us achieve our mission to give dogs the best lives possible.
- **Work-Life Balance**: Flexible hybrid working options to support your dog loving lifestyle.
- **Purpose-Driven Role**: Every project you deliver will directly contribute to supporting dogs in need across Ireland.
- **Competitive Package**: Benefit from a wide range of employee supports including a comprehensive pension scheme and staff wellbeing initiatives.

### Overview of the Department/Team

Dogs Trust Ireland is an **ambitious, innovative charity** that's proud of the impact we've achieved, yet always striving to do better. We've seen impressive growth through bold digital initiatives and creative strategies, but we're not afraid to admit where we can improve. While we operate within a larger organisational structure, we embrace agility and aim to continuously improve our digital engagement and fundraising impact. We're constantly learning, evolving, and challenging ourselves to find smarter ways to engage our supporters and deliver real results for dogs in need.

We're naturally collaborative, open to fresh ideas, and ready to tackle challenges head-on. We're looking for someone who brings sharp analytical skills, a strategic mindset, and the confidence to question the status quo when needed. If you're a self-aware team player who's comfortable navigating complexity, eager to learn, and sees success as an ongoing journey, you'll fit right in. We value those who can roll up their sleeves, bring expertise to the table, and are driven to make a meaningful impact—while enjoying the process and growing with us along the way.

## Key areas of accountability:

**Website Management** - manage the end-to-end delivery of website products, ensuring efficient workflows, high-quality user experiences, and seamless alignment with strategic business goals. This includes building strong relationships with technical teams and suppliers.

**Project Management** - Work closely with the Dogs Trust UK Digital Experience and Dog Trust UK Technology teams to define, prioritise, and deliver projects that enhance the user experience for Dogs Trust Ireland supporters. This role requires strong communication and negotiation skills to effectively manage competing demands within the organisation and ensure alignment with broader strategic goals.

**Staff Engagement** - Building strong relationships with staff across different departments and levels to understand their needs and challenges related to digital products.

**Budget Management -** Develop and maintain digital project budgets in collaboration with project teams and stakeholders. Track and analyse project expenditures, ensuring alignment with approved budgets and forecasts. Reporting variances to senior management where applicable.

## Role-specific accountabilities:

### Digital Product Development & Platform Management

- Working closely with the Dogs Trust UK Digital Experience Team, lead the optimisation, and management of Dogs Trust Ireland's digital platforms, particularly our **Drupal-managed website** and soon-to-be **Salesforce-integrated systems CRM and Marketing Cloud platforms**.
- Drive continuous enhancements to ensure our digital products align with strategic objectives, deliver an engaging supporter experience, and maximise income growth.
- Ensure data and insights underpins the delivery and iteration of digital products. Help implement, improve, and automate reporting across digital platforms to ensure all activity is insight-driven and customer focused, that objectives are achieved, and that return on investment is maximised.

### Collaborative Cross-Functional and Agency Engagement

- Work collaboratively with cross-functional teams across Fundraising, Communications, Training & Engagement, Operations and Dogs Trust UK Digital Experience and Technology teams, to ensure smooth alignment between digital projects and broader organisational goals.
- Manage and maintain strong relationships with external agencies to ensure timely delivery, quality output, and alignment with strategic objectives.
- Engage with stakeholders of varying technical and digital expertise, fostering a supportive environment to drive project success within a complex organisational structure.

### Data Integration & CRM Optimisation

- Ensure effective integration between digital products and **our legacy, and incoming CRM (Salesforce)**, working closely with IT to streamline user data flows, improve data accuracy, and ensure GDPR compliance.
- Help design and implement supporter journey flows with a focus on optimising user experience, enhancing personalisation, and future-proofing for integration with Salesforce Marketing Cloud, once available, to improve digital fundraising performance and insights.
- Implement and improve analytics tools to track, analyse, and optimise digital campaigns, using data insights to enhance user engagement and conversion rates,
- Support efforts related to the CRM migration, ensuring digital requirements are adequately documented, ensuring data integrity, smooth transitions, and system optimisation.

| Person Specification: |
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| **3+ years' experience** in **project managing the implementation of new website products**, including managing large, complex websites integrated with **payment gateways** and **community management systems**. |
| Proven experience with **content management systems - Drupal** (preferred), **ESP - DotDigital** (preferred), **Salesforce CRM** (preferred), and **Salesforce Marketing Cloud** (preferred). |
| Strong analytical skills with experience using **Google Analytics**, and other reporting tools in order to make recommendations that inform strategic decisions around digital customer experience. Strong numerical, research and analytical skills and experience of interpreting and presenting data and information in a range of formats. |
| Demonstrated expertise in user experience (UX) design, and data integration |
| Proven ability to manage relationships with **agencies and third-party suppliers**, ensuring quality outputs are delivered on time and within budget. |
| Strong **stakeholder management** experience, with the ability to influence cross-functional teams and drive collaboration, even without direct authority. |

| Desirable Skills, Experience, and Attributes: |
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| Advanced skills in **numerical analysis, research**, and data interpretation, with the ability to present findings clearly in various formats. |
| Exceptional communication skills, with knowledge of the **Web Content Accessibility Guidelines (WCAG)** to ensure digital channels meet accessibility standards. |
| Experience in supporting **CRM migration projects** and optimising new systems for enhanced functionality. |
| Adept at issue resolution, with the ability to address challenges swiftly and effectively, ensuring the successful delivery of high-quality digital projects with strategic alignment in mind. |
| Able to thrive in a **fast-paced, collaborative environment** while also being capable of working independently when needed. |

| Other: |
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| Requirements for travel and overnight stays |
| Requirements to work flexibly to meet the needs of the organisation when required. |
| Full, clean driving licence preferred |

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Group Head of Fundraising & Development
├── Head of Development
│   ├── Philanthropy Manager
│   │   └── Philanthropy Officer
│   ├── Digital Marketing Manager
│   │   ├── Digital Marketing Officer
│   │   └── Digital Marketing Administrator
│   └── Partnerships Manager
│       └── Partnerships Officers
├── Digital Product Manager
└── Head of Donor Marketing
    ├── Donor Marketing Manager
    │   └── Fundraising Officers and Administrator
    └── Data Analyst
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