**Job Description**

PA Pages Officer

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| **Salary:** | £25,789 |
| **Hours:** | 35 hours / week Monday-Friday between 9 – 5 (pattern to be agreed) |
| **Type of contract:** | Full-time/Permanent |
| **Location:** | Hybrid – Office/Remote 50/50 |
| **Reporting to:** | Head of DP and Personalisation |
| **Purpose of the role**  We are seeking a dynamic and focussed individual to lead our development and maintenance of PA Pages. A niche website register designed for Personal Assistants (PA) and Direct Payment employers to connect. The website is highly complex and requires a key eye for detail, adopting and adhering to the high standards set by Independent Lives along with ensuring brand commitment. New content will be required to keep the site lively and fresh. Training information and a range of information data will change regularly and timely edits will be required. The PA Pages officer acts as the custodian of the site and will liaise with our specialist IT developers.  As we build our site to encompass increasing levels of functionality our PA Pages officer will work with service heads and team leaders to understand scope and potential whilst acting as a liaison between our services and developers.  With opportunities to develop the site for local authorities around the country, we will expand the reach and use of replica sites. The PA Pages officer will be a key player in supporting the scoping of local authority requirements, working with our business development head of service and developers to provide an end to end service and launch PA Pages for others. | |

Key responsibilities and accountabilities

1. **Manage the content of Independent Lives PA Pages** 
   1. Collating the necessary information, including any changes that may be needed to the site on a regular basis.
   2. Liaise with our developers to ensure that timely updates are made with correct information which is accurate and meets our brand guidelines.
   3. Ensure the site always remains fully accessible for a range of user’s needs
   4. Review all submissions and requests to ensure they are appropriate for adding to PA Pages.
   5. Ensure quality control of the site at all times.
2. **Inhouse development meeting (Puddle)**
   1. Facilitate and host (using MS Planner) our inhouse development meetings known as the Puddle.
   2. Work through the action planner to ensure that work is regularly reviewed and actioned.
   3. Determine priority levels for requests which may be essential or just ‘nice to have’.
   4. Question and challenge all inhouse processes ahead of commissioning any development work to test how adaptable our processes are in order to prevent any unnecessary site work/costs.
   5. Liaise with the heads of service who have an interest in PA Pages to ensure their requirements are captured.
3. **Development** 
   1. Explore development requirements to further extend the functionality of PA Pages with appropriately skilled external developers.
   2. Work closely with the developers by setting clear tasks, and expectations ensuring development work is well thought through – use of Milanote is desirable.
   3. Ensure testing of all development takes place ahead of going live.
   4. Support bug fixes for any PA Pages issues escalated by any member of staff
   5. Contain and manage development costs and budgets ensuring investments do not spiral and we are achieving value for money. Provide accurate budgeting reports when required by senior management.
4. **PA Pages business development** 
   1. Work with the head of business development and improvement, and the ELT to explore new sites where PA Pages could be a valuable tool and in conjunction develop a compelling offer.
   2. Support any tender opportunities where local authorities are seeking a PA Register solution.
   3. If selected to provide a PA Register solution, work closely as the lead between Independent Lives, the authority (or commissioner) and our developers to manage the end-to-end journey, from scoping to launch.
5. **Customer feedback**
   1. Gather customer feedback, which may include staff, customers, PAs, local authorities, commissioners etc to continually monitor the effectiveness of PA Pages.
   2. Support in the collation of the impact of PA Pages in terms of useful matching between employer and PA.
   3. Support with any KPIs required by heads of service in their monthly audits.
6. **Support the development of PA Pages V.2**
   1. Work with key stakeholders to consider the development of PA Pages V.2 over the coming year/two.
   2. Liaise with appropriate IT organisation who might support our development of V.2 by providing comprehensive information about the current functionality.
   3. Gather costings for any proposals by IT organisation, in the form of quotes for the new version and support the benchmarking of quotes to achieve the best synergy for future development.
7. **Support in the occasional communications** 
   1. In conjunction with the communication and PR officer, support in occasional communications about PA Pages for example promoting the site through advertising, marketing packs etc.
8. **General**
   1. The post holder is expected to work within and actively promote the mission, values, and vision of Independent Lives to external stakeholders and staff members, and to comply with all Independent Lives policies and procedures.
   2. Annual objectives will be set out for this role which will be used to monitor and evaluate performance within the appraisal system.
   3. To maintain a professional knowledge and competence and attend relevant training as required.
   4. Attend team meetings and supervision meetings with line manager.
   5. Other tasks within the remit of the job may be required from time to time.
   6. The job description will be kept under review to ensure that it remains up to date.
   7. The job holder will be consulted about any proposed changes to the role.
9. **Person Specification**

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| **Skills and Experience** | **Essential** | **Desirable** |
| Strong written and verbal communication skills with the ability to create or share relevant content. | **X** |  |
| Good project management skills | **X** |  |
| Attention to detail to ensure accuracy of the site, functionality, user-interfacing and accessibility | **X** |  |
| Ability to manage/oversee website and ensure content is regularly updated | **X** |  |
| Ability to communication and work closely with wider organisations such as local authorities to implement PA Pages to a wider audience | **X** |  |
| Strong organisational skills with the ability to plan and co-ordinate website development effectively. | **X** |  |
| Analytical skills to monitor inhouse processes against website development ensuring we utilise a process change first approach | **X** |  |
| Ability to work both independently and collaboratively as part of a team. | **X** |  |
| Ensure customer data is protected through careful management and oversight of PA Pages, working in conjunction with the developers | **X** |  |
| Experience in the non-profit, charity, or public sector. |  | **X** |
| Knowledge of   * HTML & CSS * JavaScript * CMS Experience * SEO * WCAG Standards * GDPR * Analytics * UX/UI design * Responsive design * Creative skills – advanced Adobe and design principles * Milanote |  | **X** |
| Experience in communications, media, marketing, website development |  | **X** |