General Osteopathic Council

Information for applicants

Appointment of Website Project Manager:

- **6-month fixed-term contract**

Closing date for applications: 1 August 2022

Contents

Queries:
If you have any queries about this role please contact Liz Niman,
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or Amanda Chadwick, Human Resources Manager, or Jane Saunders, Human
Resources Administrator hr@osteopathy.org.uk

Introduction

The General Osteopathic Council (GOsC) is the regulator for osteopathic practice in the UK. Its purpose is to protect the public by ensuring high standards of education, practice and conduct among osteopaths and the integrity of the statutory Register. Osteopaths are required to be registered with the GOsC and there are just over 5,400 osteopaths on the Register today.

The GOsC is a small regulator with just 26 staff, so no two days are the same and applicants will need to demonstrate they are flexible and keen to support and help others in all aspects of our work.

The GOsC is also a charity registered in England and Wales (1172749).

The Team

The Communications and Engagement team plays a key role in supporting the organisation in helping protect the public and patients, and helping ensure the highest standards in osteopathic practice through:

- successfully delivering its messages to osteopaths, and other key audiences

- increasing our listening to and engagement with our stakeholders including osteopaths and patients

- collecting and sharing insight across the organisation about our audiences

The Website Project Manager reports to the Head of Communications, Engagement and Insight.

All your work will be contributing to the delivery of the GOsC's [Communications and Engagement strategy for 2021-24](#) through which the emphasis of our work has shifted to be more focused on 'listening' and not just 'broadcasting' to our audiences and with a greater emphasis on a wider range of digital formats.

Equality, Diversity and Inclusion

We value and promote diversity and are committed to equality of opportunity for all. We believe that for any organisation to be successful, it needs to work with the most talented and diverse people available. We positively encourage applications from people from all communities and backgrounds with a broad range of experience. We will deal with your application fairly and all decisions we make about it will be based on merit and your ability to meet the person specification.

The GOsC is committed to the principles of equality, diversity and inclusiveness.

About the role

We are recruiting for a **Project Website Manager** on a 6-month fixed-term contract.

The primary function of this role is to support and facilitate an upgrade of our existing dedicated website for osteopaths and osteopathy students – the **o** zone – where osteopaths and students manage and renew their registration, update their details, and find guidance and resources to help record their continuing professional development. The project is currently underway and is due to deliver by the end of 2022.

Benefits
From day one:

- salary of £55,000 per annum which will be pro rata for the 6-month fixed-term contract.

- 30 days' annual leave per full calendar year, including three days at Christmas time, plus bank holidays. This will be pro rata for the 6-month fixed-term contract as follows; 14 days to be taken when you choose and 3 compulsory days to be taken during the Christmas period.

- employee assistance scheme.

- life insurance cover (4x salary).

- company pension scheme.

After 3 months:

- buying of annual leave scheme

- volunteering days

- single private medical cover

- £250 for osteopathic treatment per annum

The work environment
This role can be primarily home based or office based at Osteopathy House, London. If home-based some attendance at the office may be required but this is negotiable.

Occasional out-of-hours working may be required as part of this role to deliver the project and meet deadlines or to support other members of the organisation.

Activities of this role

The postholder will be required to:

- Support and facilitate upgrade of existing dedicated website for osteopaths and osteopathy students – the **o** zone – in line with existing timelines. The project is currently underway and is due to deliver by end of 2022.

- Lead on the ongoing content development and content migration of the new registrant website: the **o** zone.

- Ensure website meets user/accessibility requirements and organisational needs, contributing expertise to the project's Equality Impact Assessment.

- Work collaboratively with the Cloud Engage **o** zone upgrade project team to ensure the project remains on track.

- Design and run internal and external usability testing of new **o** zone website as part of its development so that it meets the requirements of the Cloud Engage Project and the needs of the organisation.

- Action, or commission as required, fixes in line with findings of usability testing.

- Design layouts of **o** zone website in line with best practice and user experience.

- Liaise with key internal and external stakeholders to keep them informed of the project and to gather insight and share relevant updates with stakeholders.

- Liaise with external suppliers on the updated design and to ensure ongoing technical fixes/updates are actioned as required.

- Report to the Cloud Engage upgrade project team, including at fortnightly workshop meetings.

- Keep the Head of Communications, Engagement and Insight informed and updated on an ongoing basis, discussing findings and actions.

- Liaise with internal staff and an externally commissioned company (if required) to plan, agree, produce and finalise walk through video by end November.

- Draft blogs/news stories as required for our communication channels to update/promote as appropriate for the project.

- Draft updates for Head of Communications, Engagement and Insight and Senior Management Team for reporting purposes as required.

- Ensure digital activity is compliant with the GOsC brand and style guidelines.

- Desirable: experience of CRM and website integration projects

This is not a definitive job description. You may be required to take on additional digital tasks involved in the day-to-day running of the GOsC websites and other tasks to support the Comms team such as digital advice/support and publishing of information and guidance.

Competencies required for the role

We will be assessing candidates against the criteria given below.

Competency	Evidence
Digital Comms and technical skills	• In depth knowledge and track record of using website content management systems (CMS) and confidence in getting to grips with a new CMS quickly. • Track record in understanding/facilitating the technical elements of website channels such as back-end integration and potential for development. • Track record in running internal and external usability testing and putting fixes in place. • A basic understanding of HTML and CSS with the ability to make minor adjustments to coding. • Advanced working practice of using Microsoft Office products. • Demonstrable technical/creative skills including ability to use image design packages to manipulate images for use on websites and social media, video editing and other forms of digital content creation. • Desirable: Experience of CRM and website integration projects.
Digital Comms project leadership and management	• An ability to understand where digital, social media and multimedia communications fit into the strategic direction and priorities for the organisation. • Proven ability to lead, manage, support and facilitate the following types of projects: a. content development, b. content migration and c. upgrade of a website to meet user requirements • Proven ability to manage and develop a Digital Comms project (including digital, social media, multimedia platforms and digital infrastructure projects) meeting user needs from the planning through to the conclusion stage. • Demonstrable ability to keep Digital Comms projects on track and delivered on time. • Demonstrable collaborative/partnership approach to project management.

Stakeholder relationships	• Demonstrable understanding of the importance of who the stakeholders are and the importance of building relationships with them.
	• Proven ability to liaise with internal and external stakeholders to gain insight from them and keep them informed about the project.
	• Demonstrable ability to work collaboratively with internal stakeholders, specifically working in partnership with an IT project lead.
	• Demonstrable ability to liaise with external suppliers on the updated design and actioning of technical fixes/updates.
Communication skills	• Highly developed interpersonal skills with an ability to establish and build excellent face-to-face relationships and adapt to a range of audiences.
	• Highly developed written communication skills, with the ability to write excellent engaging copy for a range of audiences and channels.
	• Proven ability to provide digital communications advice and support to colleagues across the organisation.
	• Proven ability to draft, update and promote blogs/news stories.
	• Demonstrable ability to manage, maintain and update website content.
Teamwork	• Proven ability to discuss ideas, seeking input from team members and others to reach solutions.
	• Proven ability to encourage and take onboard feedback from others and to deliver clear, concise and constructive feedback to the team.
	• Proven ability to work with others across the organisation.
	• Proven ability to act as a professional advocate/ ambassador for the organisation, in person and in writing.
Quality and Service Delivery	• Proven ability to use analytics and qualitative surveys to monitor and review use of websites, web content and social media use, and to report on the insight gained.
	• Demonstrable ability to review existing processes and standards of service to ensure efficiency and effectiveness and improve usability.
	• Proven ability to plan and prioritise workload responding to conflicting demands whilst maintaining attention to detail and prioritising the delivery of a key organisation project.
	• Proven ability to ensure compliance with brand and style guidelines.

How to apply

All applicants are required to complete the following before the closing date:

- [Application Form 1](#)
- [Application Form 2](#)
- an up-to-date CV

Late applications will not be accepted.

The application closing date is 1 August 2022.

Your application will be assessed to see whether you have demonstrated the expertise required for the role. **Please ensure that you provide examples against each competency as this evidence will be used to assess your application.**

- If invited to interview, please note that interviews will be held virtually via video conference. Date tbc.

- Prior to your interview, you will be asked whether you require any 'reasonable adjustments' to be made to facilitate your participation in the process.

- You will be asked questions to find out whether you meet the specified competencies for the role. You may be required to do a short test.

- If you are unsuccessful, you will be notified by the GOsC's Human Resources team.

- If, after interview, your application is unsuccessful and you would like feedback, please email Human Resources at: hr@osteopathy.org.uk

Dealing with your questions – if you have any queries about your application, please contact Liz Niman, Head of Communications, Engagement and Insight lniman@osteopathy.org.uk; or Amanda Chadwick, Human Resources Manager or Jane Saunders, HR Administrator hr@osteopathy.org.uk