



Role title: Product Manager - Website	
Reports to: Kristof Hamilton - Head of Digital	Type of role: Volunteer / Unpaid
Location: London	

### **Purpose of the role**

Two years ago we realised that our previous Drupal website wasn't going to cope with the huge amount of traffic we get each year during Pride. The team decided to use Squarespace as a stopgap in the meantime, but this meant our app and website looked different and the content sat in different places. We decided last year to align the design system and Content Management Systems. This project is still in progress as an MVP, but when it's done we need someone to own the website and what we do with it moving forward.

### What you'll get out of it:

You'll manage a website that gets 250,000 unique hits during the week before Pride. You'll work with many different areas of Pride and gain an understanding of the key objectives and problems of large non-profit organisations. You'll help to build an Open Source framework that can be used by any organisation around the world, and to set the standard of design and user experience that a non-profit organisation can achieve with volunteers. Most importantly, you'll see your work live quickly as we improve and develop the website on an ongoing basis.

### **Role responsibilities and experience**

#### You'll be expected to:

- Deliver measurable improvements to our website user journeys
- Manage the backlog of future product features and enhancements
- Support and take part in research with our stakeholders and Beta Community into the usability and potential future features of the app
- Be the main point of contact for any agency partners and to follow their rhythms and routines
- Create and maintain a roadmap for the future of the website

We're looking for someone who:

- Is proactive, reliable and organised
- Takes a mobile first approach in their product development
- Is passionate about using a combination of data and user feedback to make their decisions and measure success
- Is comfortable communicating and selling in their decisions to stakeholders and partners
- Has a meticulous attention to detail in their planning and documentation
- Is passionate about accessible and inclusive design

Time commitment:

Pride work load varies throughout the year, but this role will require 4-8 hours of your time a week. We are all volunteers and work full time so hours and delivery can be flexible.

You'll be expected to attend regular team meetings (usually a Saturday morning), join calls/reply to emails relating to your project between these.

**To apply for this role**

Please send your CV and a covering letter explaining why you think you're the right fit for the role to [kristofhamilton@prideinlondon.org](mailto:kristofhamilton@prideinlondon.org).