



## Role description: Branding and Website Project Manager

Employment status	Consultancy contract for services
Length	Up to 70 days over 8-10 months
Pay	£250 a day (plus VAT if applicable)
Location	Home based but with occasional meetings at R&RA office (in London)
Reports to	Director

### About R&RA

#### Our vision

For better quality of life of older people needing care

#### Our mission

The Relatives & Residents Association (R&RA) champions the rights of older people needing care in England. We provide information, advice and support to empower older people and their families/friends, and use their unique perspective to raise awareness and to influence policy and practice.

#### Our values

**Compassionate** We listen, we care, we don't judge

**Supportive** We inform, we advise, we empower

**Inclusive** We are open, we are accessible, we give voice

**Versatile** We are resourceful, we are adaptable, we are responsive

**Independent** We are dependable, we are trusted, we are expert

### About the project

We seek the services of an experienced project manager to assist as we undertake a programme of organisational transformation, including looking to rebrand the organisation and create a new website. This is a key strategic objective for R&RA, having identified in our strategic plan that we should “increase and diversify our reach” and “rebrand the organisation to better reflect our work and ambitions”. We are looking for someone with experience of managing similar projects and a proven track record of successful delivery.

You would manage the project deliverables from inception to completion, including assisting us to undertake audience analysis, consulting on our brand internally and with relevant stakeholders, managing relationships with external agencies, managing the budget and liaising with R&RA staff, volunteers and trustees.

The ideal project manager will be highly organised, self-motivated and able to work independently as well as part of a small team. You would be supported in the role by a committed, friendly team of staff, volunteers, internal consultants and our Board of Trustees. This is an exciting opportunity to work alongside a small charity that punches above its weight, helping us to grow our user base and transform our public image.

We welcome applications from self-employed individuals or a services company.

We value equality and diversity in our organisation. We welcome applications from everyone.

## Project description

Responsibilities:

- Ensuring the project is delivered on time, within scope and within budget
- Developing a project plan to monitor and track progress
- Managing agreed changes to the project scope, schedule or budget as appropriate
- Managing relationships with external consultants, and R&RA staff, volunteers and Board
- Consulting with R&RA staff, volunteers, members and Board and external stakeholders as appropriate
- Creating and maintaining comprehensive project documentation
- Reporting progress regularly to the Director

## Role specification

Essential:

- A commitment to R&RA's vision, mission and values
- Proven experience in project management, including rebranding and website development
- Experience of running consultation events with a range of stakeholders, including virtually
- Experience of devising surveys to capture views and opinions from a range of stakeholders
- Ability to understand and analyse differing views and summarise complex information
- Ability to work flexibly and organise time efficiently
- Experience of working independently and maintaining motivation
- Experience of working effectively as part of a small team
- Excellent working knowledge of Microsoft Office
- A commitment to equality and to building a fair, compassionate and diverse working environment

Desirable:

- Experience of working with older people
- An interest in or experience of adult social care
- Experience of working for a small charity
- Experience of working flexibly, on a part-time consultancy basis
- An understanding of the importance of audience development, branding and an accessible, inviting website to a small charity
- Working knowledge of WordPress

## More information

For information about our staff team and Board of Trustees, see the R&RA website [here](#).

Information about our three year strategic plan is on our website [here](#).

“Leading the small, dedicated, friendly team of staff and volunteers is a real privilege. With our impact and reach growing, now is an exciting time to help us review our profile and brand.”

Helen Wildbore, director of R&RA

## How to apply

To apply, please write to our director, Helen Wildbore, explaining how you meet the criteria set out in the role specification above. Letters should be no longer than 3 pages. Applicants may also submit a CV. Please send applications to [info@relres.org](mailto:info@relres.org) by 9am on Monday 15 November. Interviews will take place (via video conference) on Tuesday 23 November (time to be confirmed with shortlisted candidates). Work will commence at the beginning of December.

If you would like an informal chat about the role and your experience, please get in touch with Helen on [info@relres.org](mailto:info@relres.org) or 0207 359 8148.