

## **PROGRAMME AND CONTENT MANAGER, DIGITAL SKILLS**

### **About Tech City UK**

Launched by the UK Prime Minister David Cameron in 2010, Tech City UK supports digital entrepreneurship across the nation, with regional bases in London and Northern England.

Our aim is to help accelerate the growth of promising digital businesses in the UK. We do this by focusing on three areas:

1. Lifecycle Programmes - running programmes that help digital start ups through every stage of their maturity – from seed to IPO or trade sale;
2. Digital Skills Gap – we are closing the digital skills gap by creating products and services that make a measurable difference;
3. Thought Leadership & Advocacy – using all the data, intelligence and connections with the community, we are able to create reports and events that mark us a thought leader in creating digital ecosystems

The culture is one of a start up with a lean mentality. We aim to be agile, transformative and authentic in our day-to-day operations.

### **The Challenge of the Role**

The Programme and Content Manager for Digital Skills will be focused on solving the problem of how do we best accelerate the teaching of digital skills in this country. According to a recent government report, “currently 72% of large companies and 49% of SMEs are suffering tech skill gaps. There is a clear mismatch in the types of skill offered by the labour market and those demanded,” Digital Skills for the UK Economy, Jan 2016.

In 2014, Tech City UK launched the [Digital Business Academy](#) as a first answer to that challenge. It is the world’s first government-supported online learning platform to provide digital and business skills in the form of free online courses for anyone aspiring to start, grow, or join a digital business. The online courses are open to all UK residents and requires no pre-qualification.

Users are able to apply for a range of rewards and opportunities when they complete courses, such as startup support (free co-working space, startup loans and mentorship), and fast track to internship interviews. Rewards are provided by leading businesses such as Microsoft Ventures and O2 Think Big. It is a partner-led programme, with UCL, Cambridge Judge Business School, Founder Centric and Valuable Content all providing content.

As Programme and Content Manager, you will have a dual role:

- own the development, creation, execution and continual refinement of the content on the Digital Business Academy learning platform.
- act as primary scrummaster for the team, removing impediments that may be blocking the team’s progress.

### **Main Duties & Responsibilities**

*As Programme and Content Manager, you will be responsible for the delivery of new courses and the refinement of existing courses that live on the Digital Business Academy platform, as well as any other products or services that may be conceived under the Digital Skills programme. In particular, you will focus on the following:*

#### Content Management:

- Working closely with the Group Product Manager, technical team, and selected content providers, you will define and manage the execution of new online courses. This includes content and program development, managing the user journey, implementing a learner support centre and related administrative duties.
- Manage the relationships with all content partners, defining and driving the shape of content through periodic workshops with them. This includes onboarding new content partners, ensuring they have sufficient guidelines and information to deliver content that is relevant and compelling for the target audience. Continuously monitor the delivery, quality and execution of the courses, ensuring that risks are mitigated and learnings are documented.
- Drive adoption and engagement of the courses through blogs, social media, and working with marketing team on executing digital media campaigns.

#### Programme Management:

- Plan and run full sprints with the technical, design and partnership teams using JIRA.
- Plan and run daily stand-ups, planning sessions and retrospectives for the core Digital Skills team. You will also be required to participate in weekly team meetings and bi-weekly showcases where you will communicate the work that has been achieved and KPIs that have been hit on a regular basis.
- Act as a facilitator between teams. You are responsible for the smooth-running of the Digital Skills team, so you must ensure that you remove any impediments to progress.
- Recognise when things aren't working and take steps to fix them. This role requires a high degree of empathy, and the ability to anticipate problems before they arise. Take steps to build a trustworthy environment where co-workers are comfortable sharing their obstacles and feel like they can work together to overcome these as a team.
- Build strong relationships with internal and external stakeholders, keeping them in the loop with new platform progress and/or new course progress.
- Work with the Group Product Manager and technical team to define KPIs and create an automated system by which they can be updated easily for the wider team's benefit.

## Essential skills and experience

- Experience
  - 2-3 years of experience managing a technical/digital programme of a similar size (the Digital Business Academy currently has approximately 12,000 active users).
  - Experience managing agile projects using Scrum and Kanban methodologies.
  - Experience in and/or interest in the digital skills learning sector. Experience working on learning platforms on desktop and mobile is an advantage.
  - Proven track record of being able to get things done in a bootstrapped, low resource environment.
  - You have successfully worked across multiple teams in the same company, and have a knack for bringing people together.
  
- Skills
  - Excellent communicator at all levels. You must be a natural evangelist who is passionate about the future of the digital learning sector.
  - Strong attention to detail - you will be combing through pages of course content and the ability to spot and correct errors is vital.
  - Empathetic and understanding. This role requires a leader who can navigate the obstacles that come with content and platform creation. The ability to stay positive, listen and understand varying viewpoints is an absolute must.
  - Analytical and data-driven. In order to refine our existing courses and improve our future offerings, decisions based on user behaviour and data must be made. The ability to collate, interpret and make decisions based on numbers is crucial.
  
- Attitude
  - Positive, can-do mentality. We like optimists.
  - High degree of empathy - must be a good listener.
  - You must possess the ability to work individually on a day-to-day basis but also have the wisdom to know when to collaborate, delegate and/or escalate.
  - Results-driven, high-performing, high-quality work attitude.
  - You have a high threshold for ambiguity and maintain a professional demeanor under pressure.

## Contact Details

If you are interested, please send a covering letter, your CV and a short email to [jobs@techcityuk.com](mailto:jobs@techcityuk.com) for more details. No agencies please. Tech City UK is an equal opportunities employer. Job applicants may be asked to provide evidence of their ability to work and live in the country where the role exists.