

Digital Experience & Growth Lead



Introduction to Bradford Birth to 19

Who We Are

Founded on the principles of social enterprise, **Bradford Birth to 19** is committed to driving forward social mobility from the earliest days of a child's life. We work in partnership with agencies and families to provide place-based, whole-child support that helps children and young people achieve their potential and lead successful, healthy lives.

Since our founding in 2013, we have grown from an outstanding school to an organisation making a significant contribution to learning and health outcomes for children and young people across Bradford, West Yorkshire, and beyond. We now have a national profile, with our impact being recognised throughout the UK.

We work collaboratively with over 500 nursery, primary, special and secondary schools, private and voluntary early years providers, and charities. Locally, we are recognised as a model of outstanding leadership in early years and parent partnership, while our influence extends regionally and nationally.

Our Organisation is Made Up Of:



Institute for the Early Years

Our Institute provides professional development and quality improvement support for schools, early years settings, local authorities and health services, focused on children from birth to five years old. This includes our role as the Early Years Stronger Practice Hub for West and South Yorkshire, delivered on behalf of the Department for Education.



50 Things to Do Before You're Five

50 Things reaches over 650,000 children across England, helping every child reach important developmental, health, learning and wellbeing milestones. We provide 50 low or no-cost ideas for play to parents and carers, now rolled out in over 23 Local Authority areas across the UK.



St Edmund's Early Years Stronger Practice Hub

A cornerstone of the DfE's offer to the early years sector, our Hub brings together all types of early years providers from the Yorkshire and Humber region. We signpost, develop and deliver training opportunities through virtual and face-to-face events, sharing and improving practice across the sector.



Bradford Birth to 19 SCITT

Our School Centre for Initial Teacher Training provides professional learning courses leading to Qualified Teacher Status for around 100 postgraduate students each year. Judged 'Good' by Ofsted, we offer training routes for early years, primary and secondary age phase teachers. Over the past decade, we have supported almost 1,000 people to become teachers.



Birth to 19 Apprenticeship Academy

Founded in September 2024, our Academy provides apprenticeships for childminders, schools and private nurseries. We offer early years apprenticeships at Levels 2 & 3, teaching assistant apprenticeships at Levels 3 and 5, and teacher apprenticeships at Level 6.

Job Description

Job Title: Digital Experience & Growth Lead

Contract type: Full-time, permanent

Team: Marketing & Communications

Reports to: Marketing and Communications Manager

Location: Hybrid – Bradford office + home working

Salary: £31,022 – £36,363 per annum (depending on experience)

Grade: Band 8 – SO1

Role Purpose

To lead the optimisation and performance of Bradford Birth to 19's digital platforms, ensuring that websites, landing pages and digital journeys effectively support campaign reach, engagement and national growth.

This role focuses on SEO, UX and digital performance. It is a specialist function that strengthens the impact of all campaigns and organisational initiatives.

Key Responsibilities

SEO & Discoverability

- Lead on improving search visibility across Birth to 19 websites
- Conduct keyword research and on-page optimisation
- Support content teams with SEO-informed structure

User Experience (UX)

- Improve website navigation, structure and user journeys
- Identify and address barriers to engagement or conversion
- Support accessibility and usability best practice

Digital Campaign Infrastructure

- Build and optimise campaign landing pages
- Ensure forms, tracking and digital journeys function effectively

Performance & Insight

- Identify and implement opportunities to increase website traffic, engagement and conversion in support of organisational growth objectives
- Monitor website and campaign performance
- Provide actionable insights to improve digital effectiveness
- Lead the development and continuous improvement of tracking, analytics and reporting frameworks

CMS & Platform Development

- Lead on improving CMS use and digital processes
- Support platform enhancements and technical updates
- Support strategic development and future evolution of digital platforms and

infrastructure

Skills & Experience

Essential

- Experience in SEO, UX or digital performance roles 3-5 years
 - Experience improving website performance and user journeys
 - Experience with CMS platforms
 - Analytical skills and confidence using data to inform improvements
 - Understanding of the core principles of successful website development and digital user journeys
 - Strong verbal and written communication skills
 - Able to work both collaboratively with other teams and independently •
- Proactive and positive problem solver, self-starter and finisher
- A passion for making a difference to the lives of all children and families, but particularly those facing social and economic disadvantage

Desirable

- Experience in campaign-based organisations
- Knowledge of accessibility standards
- Experience in public sector or education environments
- Good understanding of and experience using a range of digital tools (Google Workspace, ConcreteCMS, Google Analytics)

About you

You should be a data-driven digital specialist with expertise in SEO, UX and website optimisation. If you're analytical, solutions-focused, and motivated by improving digital performance to extend our reach and impact, we'd love to hear from you.

Working with Us

Working with Bradford Birth to 19 is unique. We are a supportive, values-driven organisation, small enough to innovate quickly and ensure everyone is valued and nurtured, yet large and successful enough to have influence with local and national decision-makers.

We want all staff to share our belief that children and young people should be at the centre of everything we do. This means a commitment to community cohesion and social mobility for all, particularly those facing social and economic disadvantage.

You should be comfortable working in an evolving and rapidly changing environment. If you're innovative, curious, and not afraid of a challenge, we'd love to hear from you. This role would suit someone interested in developing a career within the charitable or public sector.

Benefits

- 29 days annual leave per year, plus bank holidays
- Training and development opportunities
- Staff pension scheme
- Wellbeing scheme
- Subsidised lunches
- Access to Blue Light card

Application Instructions

Please email abigail.traynor@stedmundsbradford.org.uk to request an application form then send us:

- Completed application form
- Copy of your CV
- Covering letter (optional)

Please ensure you demonstrate how you match every area of the person specification, and tell us how your experience, knowledge and skills align to the role and the organisation.

Please title each document with your name and application submission date and send your completed application to: abigail.traynor@stedmundsbradford.org.uk

Closing Date: 27th March 2026

Eligibility

You must be eligible to work in the UK for the duration of your employment. Information is available at <http://www.ukba.homeoffice.gov.uk/>

Equal Opportunities

We are committed to ensuring all candidates have equal access to our recruitment and selection procedures. If you have a disability, impairment or long-term health condition that may affect your ability to submit an application, or if you need any adjustments to attend an interview, participate in the selection process, or carry out the job, please email: abigail.traynor@stedmundsbradford.org.uk

This will enable us to make reasonable adjustments to support you. Any information provided will be treated confidentially and will not inform any part of the recruitment and selection process.