

Role Profile



Role	Associate Director, Digital Product & Experience	Location	Homebased - Nationwide, UK
Accountable for	Website team Digital Developers Digital Experience / UX SEO and content Team	Accountable to	Executive Director, Digital and Data
Core Anchor Level		Travel	Semi-regular travel will be required for team meetings, senior leadership meetings and wider relationship-building across the organisation, as well as occasional external meetings and events.
DBS check	No	Salary Grade	£73,000 per annum (Inner London weighting £3,950 per annum or Outer London weighting £2,457 per annum may be applied in accordance to where you live)
Contract Type	Permanent	Hours	35

Commented [MG1]: Does this match the current interim role?

Commented [SD2R1]: @Matt Gibson yes

Overall purpose and impact

The role is part of the organisation's Senior Leadership team, working with Executive Directors and alongside senior leaders to shape priorities, enable delivery, and turn strategy into impactful work. It will work in close partnership with the Associate Directors responsible for Technology, Knowledge & Insight and Marketing & Communications.

The Associate Director will lead Stroke Association's digital product and experience capability, helping create accessible, joined-up and evidence-led experiences for people affected by stroke, supporters, volunteers and colleagues.

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The role will build the capabilities needed to understand users, design effective services and journeys, develop digital products and continuously improve them based on evidence.

Working closely with teams across the organisation, the role will turn strategic priorities and real user needs into practical digital experiences that improve reach, impact and effectiveness, including helping more people access support, strengthening our influence and growing supporter engagement and income.

Responsibilities	Measured through delivery of
Lead digital product and experience practice across Stroke Association, setting clear standards for product development, experimentation, iteration and continuous improvement.	Effective product and experience standards embedded across digital activity.
Help teams define user and organisational problems clearly before moving to solutions, translating user needs and strategic priorities into effective products, journeys and services.	Clearly defined user needs, problems and success measures.
Strengthen capability in user research, UX, service design and accessibility, embedding user-centred ways of working across digital activity.	User-centred, accessible and inclusive approaches embedded in delivery.
Ensure the needs of people affected by stroke, supporters, volunteers and colleagues shape digital experiences from discovery through to delivery.	Improved usability, accessibility and alignment with audience needs.
Provide strategic ownership of the website and related digital experiences, working with Technology to ensure products and services are accessible, measurable, secure, resilient and continuously optimised.	Improved reach, engagement, usability and contribution to organisational outcomes.
Strengthen how people discover, access and use Stroke Association content and services, including through SEO and emerging AI-powered search approaches.	Improved discoverability, accessibility and usefulness of digital content and services.
Provide leadership for digital marketing and channel capability in close partnership with Marcomms, ensuring activity is evidence-led and integrated with wider marketing and communications plans.	Improved digital reach, engagement, conversion and performance insight.

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Provide product, research, design and digital expertise into priority multidisciplinary teams, supporting iterative delivery, testing and shared ownership of outcomes.	Evidence of testing, learning and shared outcome ownership.
Work closely with Strategic Delivery colleagues to strengthen product and delivery practices across the organisation.	Clear alignment between product, design, delivery and organisational priorities.
Lead, develop and support colleagues across the Digital Product & Experience function, building sustainable capability, clear professional standards and development routes.	Improved professional practice, capability and development routes across the function.
Contribute to the leadership of the wider Digital, Data and Technology function, working closely with Technology, Knowledge & Insight, Marketing & Communications and Strategic Delivery.	Strong cross-functional leadership supporting joined-up digital, data and technology outcomes.

Person Specification – below is listed all of the essential criteria for the role

1. Significant experience leading digital products, services or customer experiences
2. Experience leading multidisciplinary teams involving disciplines such as product, design, research, content and technology.
3. Strong understanding of how user research, insight and evidence improve decision-making and service outcomes.
4. Strong experience of accessible and inclusive digital design.
5. Strong understanding of digital channels, including website, search, analytics, optimisation and digital marketing.
6. Ability to translate organisational priorities and user needs into clear product direction, practical delivery and measurable outcomes.
7. Ability to build strong effective relationships across different teams and functions, working collaboratively with senior stakeholders to influence shared outcomes.
8. Ability to challenge constructively and work effectively with ambiguity.
9. Experience of testing, learning and adapting direction based on evidence.
10. Experience building, leading and developing high-performing, cross-functional teams, using coaching and mentoring to strengthen professional capability and support sustainable performance.
11. Proactive, problem-solving mindset and the resilience to lead transformation

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12. Strong understanding of digital transformation as an organisation-wide change process, with experience of supporting teams to adopt new ways of working, improve practice and embed sustainable behavioural change beyond technology implementation.