2014-2015

Proposal for
Digital Governance

A New Vision

A new vision for digital governance...

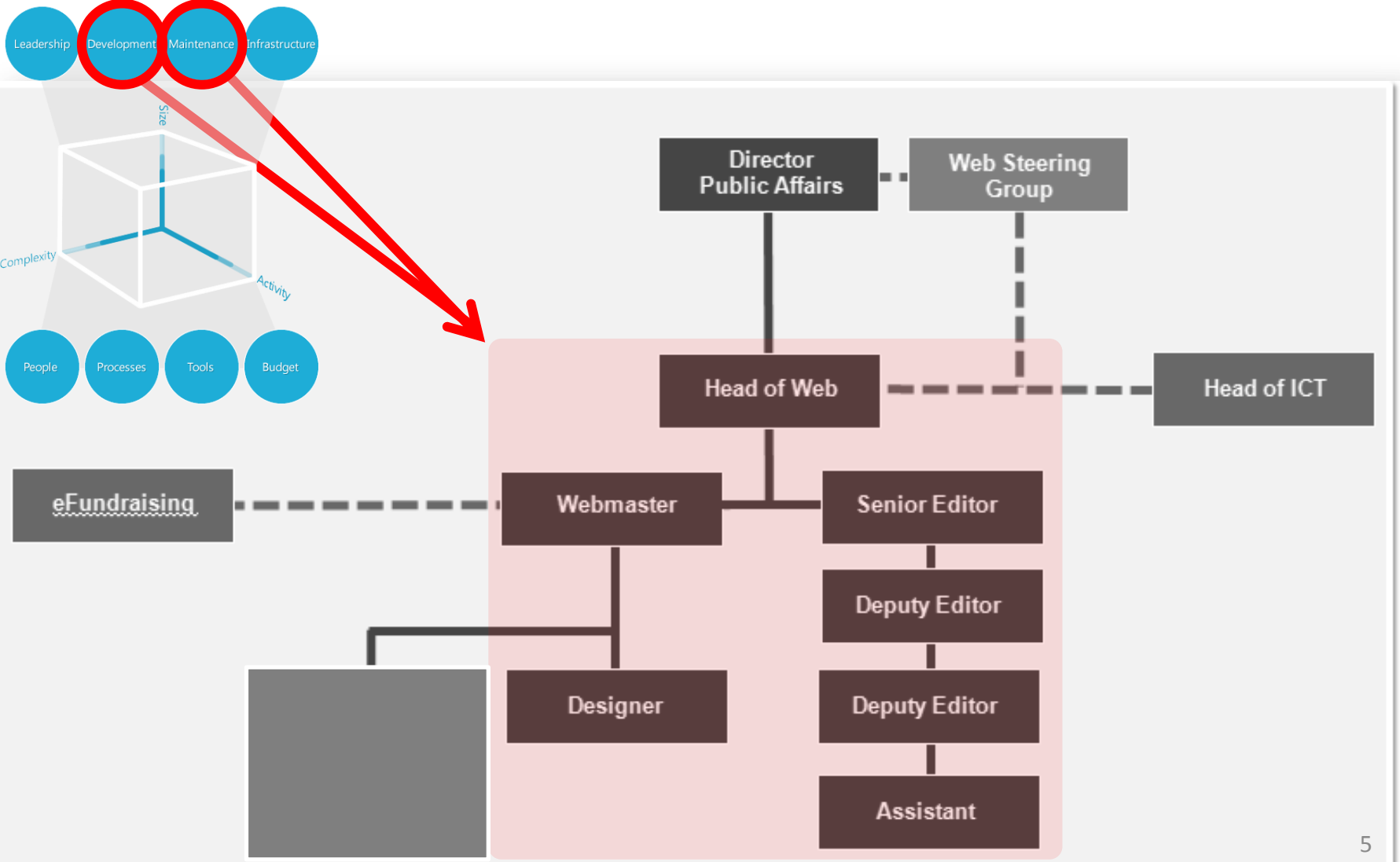## We will have the most effective & agile digital management of any charity online.

By investing in the necessary people, skills, tools & technologies and by following professional standards of practice, we will deliver on our online goals & deliver the value our audience demands.
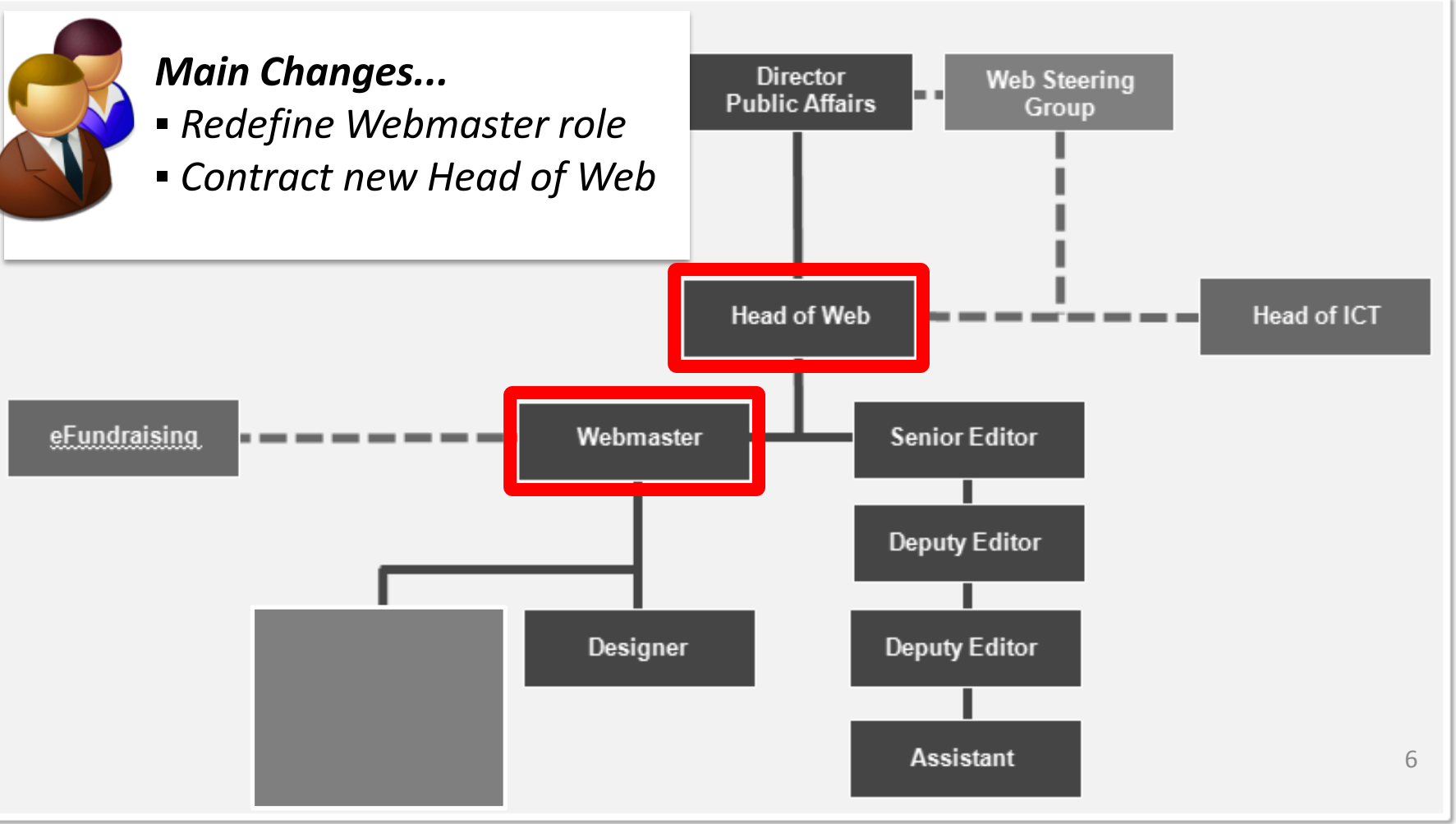
Key Actions

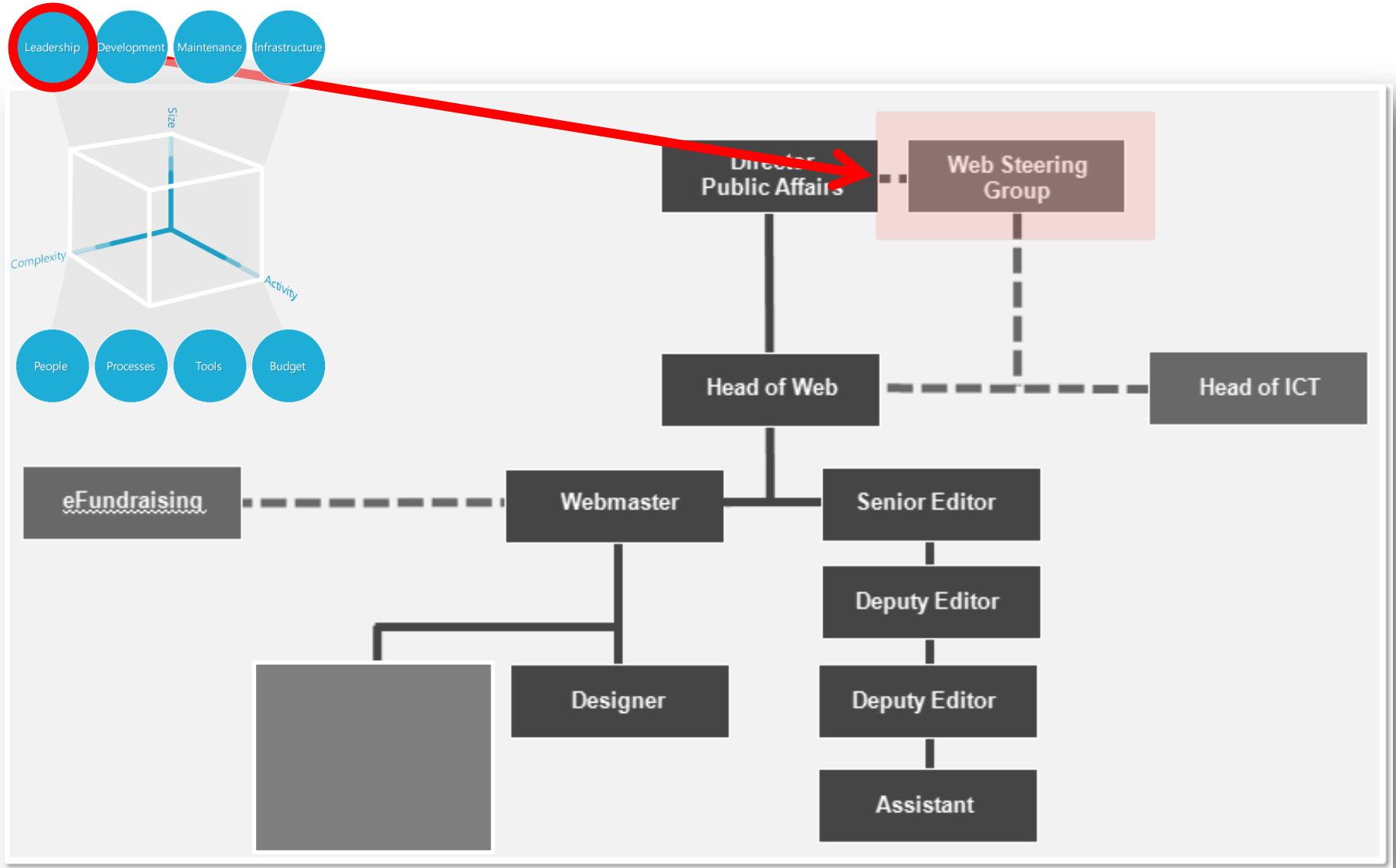# Bring core delivery skills together

Create & update some roles...

Main Changes...
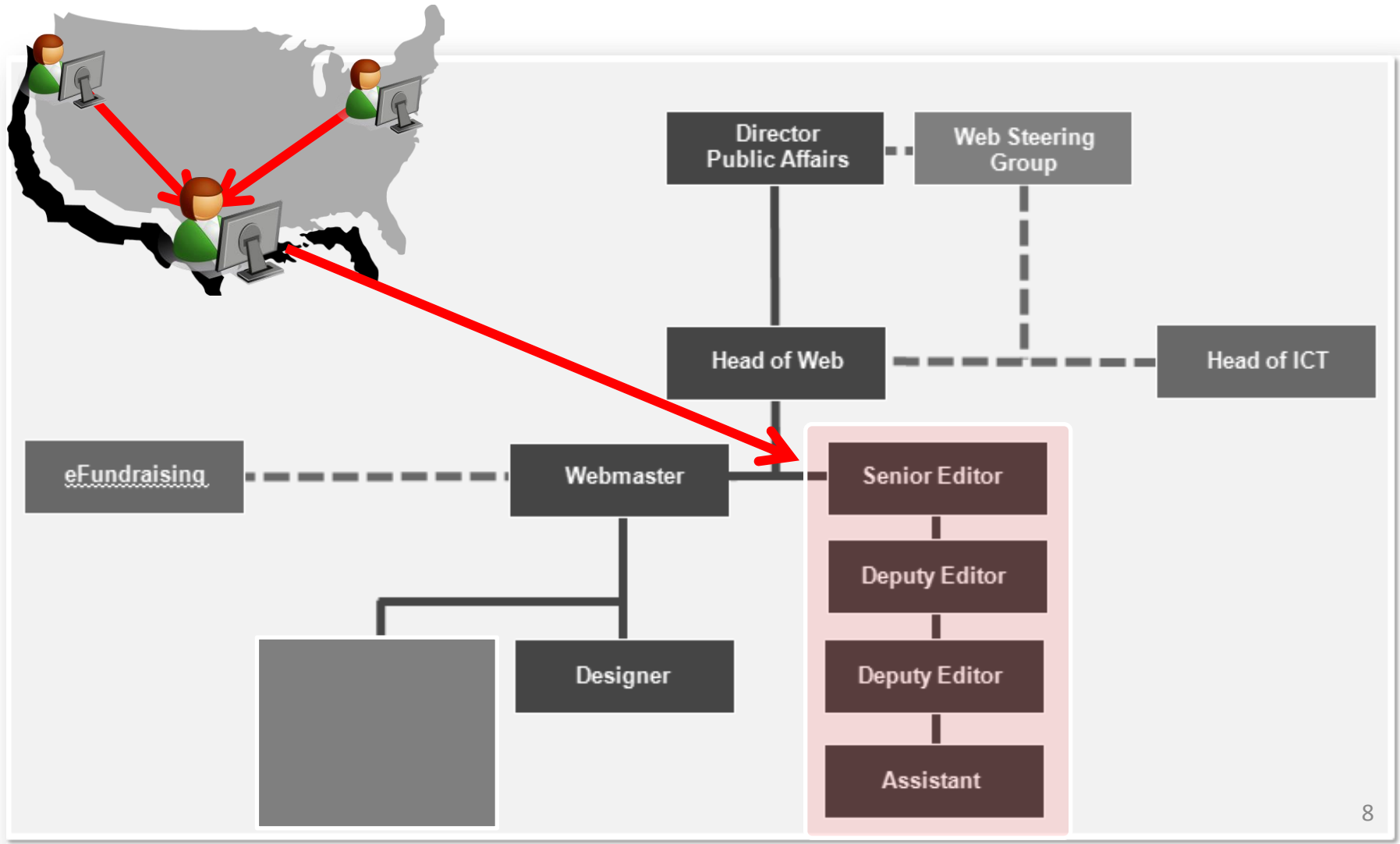- *Redefine Webmaster role*
- *Contract new Head of Web*

Director Public Affairs

Web Steering Group

Head of Web

Head of ICT

eFundraising

Webmaster

Senior Editor

Deputy Editor

Deputy Editor

Designer

Assistant

Create new structure for guiding online

Give regions subsidiarity content role

Roadmap

Implementation roadmap

Redefine all roles & job descriptions

Assess web team performance

Contract new Head of Web

Begin to formalise processes & plug gaps

Convene Web Steering Group

Initiate regional subsidiarity

Assess subsidiarity

Formalise online strategy

•••

This is the end of this short sample of a **Web Governance audit & recommendation report** created by Shane Diffily.

The aim of such an audit is to review an existing Web Governance configuration and then recommend changes.

To find out how to undertake your own Web Governance Audit, visit www.diffily.com/services