

Job Title: Digital Manager

Grade: Grade 11

Our Vision

A county where big ambitions, great connections and greener living give everyone the opportunity to prosper, be healthy and happy.

Our Outcomes

Everyone in Staffordshire will:

- Have access to more good jobs and share the benefit of economic growth
- Be healthier and more independent for longer
- Feel safer, happier and more supported in their community

Our Values

Our People Strategy sets out what we all need to do to make Staffordshire County Council a great place to work, where people are supported to develop, the Strategy to ensure that the focus is on what is important to the organisation and the people it serves:

- Ambitious – We are ambitious for our communities and citizens
- Courageous – We recognise our challenges and are prepared to make courageous decisions
- Empowering – We empower and support our people by giving them the opportunity to do their jobs well.

About the Service

The Council has made great progress in developing its approach to digital over recent years and it remains a key element of our Strategic Plan. As an organisation we recognise digital has become even more critical to how we live, work, and communicate with each other. We believe digital is central to all parts of the organisation with digital technologies offering us significant opportunities to connect, inform, and support our citizens.

The Digital Team is involved in the maintenance, leadership, development and invention of digital solutions that help to drive us forward as a digital-first organisation.

The purpose of the Digital Team is to:

- Lead delivery of the organisation's digital output
- Identify and deliver cost and resource efficiencies for the authority through digital service design and delivery
- Implement and deliver strategies that improve customer service and the digital user experience for citizens
- Drive innovation, manage compliance across the business and deliver the digital agenda
- Provide advice on digital services to all levels within the organisation
- Develop and deliver services that meet evolving corporate and customer requirements, often by providing low cost and no cost solutions
- Provide expertise throughout the organisation with regards to compliant digital solutions
- Ensure quality and performance across the organisation's digital portfolio
- Ensure that processes, procedures and standards are implemented and developed to ensure high quality digital solutions across the authority
- Ensure statutory legislation for digital services are adhered to

Reporting Relationships:

Responsible to – Digital Transformation Lead

Responsible for – Digital Team

Key Accountabilities:

1. Manage the development and execution of the digital portfolio, managing multiple stakeholders internally and externally, including partnerships and third party stakeholders
2. Management of employees with digital responsibilities in other departments of the organisation and Customer services

3. Champion digital products, platforms and services and to support colleagues across the organisation in understanding the best use and value of digital, ensuring alignment with the organisation's wider strategic goals. Providing digital programme management, supplier selection and solution design
4. Act as the organisation's expert in all relevant aspects of digital solutions: content, information, product and platform development, user-centred design & experience
5. Develop and manage a strategy for continuous digital delivery and service improvement
6. Overall responsibility for the delivery and maintenance of all external audience-focused digital platforms and services
7. Regular review of digital KPI's including ROI, driving improvements and seizing opportunities to deliver value for money
8. Manage the financial charging for digital services
9. Maintain and develop strong partnership working with the Staffordshire Connects partnership, representing the authority on a regular basis at development groups and project board
10. Ensure Business Continuity and Disaster Recovery Plans are regularly reviewed, updated and implemented as required
11. Maintain up to date knowledge in the digital arena and represent the County Council externally by developing and maintaining links with external organisations such as partnerships, professional bodies, voluntary sector, local and national government bodies.

Professional Accountabilities:

The post holder is required to contribute to the achievement of the Council objectives through:

Financial Management

Personal accountability for delivering services efficiently, effectively, within budget and to implement any approved savings and investment allocated to the service.

People Management

Engaging with People Management policies and processes

Equalities

Ensuring that all work is completed with a commitment to equality and anti-discriminatory practice, as a minimum to standards required by legislation.

Climate Change

Delivering energy conservation practices in line with the Council's climate change strategy.

Health and Safety

Ensuring a work environment that protects people's health and safety and that promotes welfare, and which is in accordance with the Council's Health & Safety policy.

Safeguarding

Commitment to safeguarding and promoting the welfare of vulnerable groups.









The content of this Job Description and Person Specification will be reviewed on a regular basis.

Person Specification

A = Assessed at Application

I = Assessed at Interview

T = Assessed through Test

Minimum Criteria for Disability Confident Scheme *	Criteria	Measured by
	Qualifications/Professional membership <ul style="list-style-type: none"> Post-graduate qualification, or evidence of equivalent work experience Educated to degree level in a digital technology subject 	A/I/T
   	Knowledge and Experience <ul style="list-style-type: none"> At least three years' experience of delivering and governing digital products, platforms and services within a complex organisation Demonstrable experience of managing and having successfully delivered digital change programmes Experience of using insight to drive change and customer experience transformation through effective stakeholder influencing in a multi-supplier environment Experience of managing third-party suppliers and partnership working Experience of leading full-service digital teams, including development and performance management of the team and its individual members An expert in digital technologies with a broad mix of demonstrable knowledge and expertise: web, CRM, project management, user experience, information architecture, user-centered design, mobile, apps, and analytics Excellent project and stakeholder management skills in an Agile/Prince 2 or blended environment Experience in an IT management position, leading, designing, delivering and evaluating successful and effective digital service delivery Proven programme and project management ability with solid business analysis and problem-solving skills, and the ability to run multiple parallel projects across many areas at a detailed level A team player with the confidence and integrity to inspire trust and collaboration across a diverse matrix organisation 	A/I/T
  	Skills <ul style="list-style-type: none"> Excellent leadership and innovation skills, with the ability to inspire, motivate, coach, develop and performance manage others Able to think strategically and model new ways of working Excellent collaborator: able to consider issues from a number of perspectives and work effectively across channels, internally and externally to deliver best in class digital solutions Able to build strong personal relationships and trust, facilitate decision making and deal with challenging stakeholders 	A/I/T

	<ul style="list-style-type: none"> • Highly developed analytical skills with the ability to work with complex statistical, financial and performance information • Able to use a range of information to provide clear decision making, inform service planning, maximise the efficient use of resources and to prioritise and review performance against targets set • Proven ability to advise, persuade and influence senior managers on the digital agenda • Able to achieve critical outcomes by focusing on priority areas, pursuing the best possible results and owning decisions • Excellent interpersonal, presentation, and influencing skills, with the ability to engage staff across the organisation in understanding the power and value of digital solutions • Able to represent the organisation externally by leading and developing links with external organisations such as partners, professional bodies, voluntary sector, local and national government bodies • Proficient in management information, including statistical and performance reports using proven analytical, and budgetary/financial management skills • Ability to manage conflicting demands and priorities ensuring delivery to departmental and organisational timescales to the highest possible standards • Excellent communications skills, both written and oral, with the ability to translate complex terminology into clear and concise language • Ability to challenge the status quo and drive change. 	
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If a disabled person meets the criteria indicated by the Disability Confident scheme symbol and provides evidence of this on their application form, they will be guaranteed an interview.

We are proud to display the Disability Confidence Symbol, which is a recognition given by Job centre plus to employers who agree to meet specific requirements regarding the recruitment, employment, retention, and career development of disabled people.

If you need a copy of this information in large print, Braille, another language, on cassette or disc, please ask us by contacting **Liberata Employee Services Team on 01905 947446**