

JOB SUMMARY

Post Title	Head of Digital		
Service Area	Digital and ICT		
Line Manager	Director of Digital and ICT		
Location	NCO Aylesbury		
Job Purpose 1-2 sentences			
To provide strategic leadership in the development and implementation of the Council's Digital Strategy, collaborating effectively across HQ, Business Units and the supply chain to scope and deliver top quality online customer experience for customers.			
To lead and accelerate the digitisation of council services, ensuring that online services are user-centric in their design and execution, and produce quantifiable improvements to customers and/or cost savings to the council.			
Job Context (key outputs of team / role to provide some specific examples of role profile accountabilities) 6-8 bullet points max			
<ul style="list-style-type: none"> • Develop and lead the implementation of the Council's Digital Strategy: providing specialist professional advice to HQ, Business Units and Councillors during the commissioning, development and implementation of digital projects, ensuring these directly support council/Business Unit outcomes and are aligned to customer service expectations and industry best practice in digitisation of services. Quantify and demonstrate the commercial benefits of digitising customer experience using analytics and insight. Ensure benefits are realised. • Specify the Council's requirements with regards to improving usability, functionality and overall customer experience online (web, mobile web, mobile apps and social media), and work with HQ, ICT and Business Unit teams to develop technical specifications and to commission/deliver these. Includes sponsoring priority online customer experience projects, working as part of multi-disciplinary teams across Business Units, HQ and the supply chain; and ensuring consistency is maintained across customer journeys and digital channels. • Develop digital ownership, capacity and capability across the Business Units and HQ, including: developing and leading the Digital Champions network; (in conjunction with the Organisational Development team) developing a programme of skills development/coaching/culture change to widen all staff's awareness of digital approaches and tools; and modelling approaches to user-centric design • Scope, commission and quality assure content across the Council's web site(s) and other digital channels, continually 'testing and refining' and seeking out innovative approaches and solutions to make online services so simple that everyone wants to use them. Includes reviewing the customer journey across delivery and partner sites. • Monitor and maintain HQ policies and protocols around online customer experience (for example: relevant Operating Framework content; digital services guidelines for Business Units; relevant sections of the council's communications policy); provide advice on deploying the council's brand online. Ensure Business Units meet Operating Framework requirements on digital delivery and engagement. • Commission customer insight, online analytics and user research to ensure digital/content projects start with user need and are actively co-designed with relevant customer groups. • Line management, motivation and development of a team of Digital Architecture, Content and Customer Experience Officers. • Actively network to identify innovative approaches and opportunities for income generation. 			
Knowledge, Skills and Experience			
Role Profile requirements.	Job specific examples. (if left blank refer to left hand column)	Essential	Desirable
Substantial experience of planning and delivering digital services and customer experience services within a large / complex organisation, with expert technical /professional knowledge and experience.		✓	

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<p>Expert knowledge and understanding of the service area; the requirements, systems, policy, practices, procedures, legislation, emerging development and major issues facing it.</p>	<p>Experience of leading digital transformation programmes.</p> <p>Experience of managing and developing digital content including websites, apps, social media, etc; track record in delivering complex services online; creating channel shift; online marketing and promotions.</p> <p>Exemplify positive customer service behaviours and promote a culture focused on ensuring customer needs are met</p> <p>Actively participating in the digital community, sharing and re-applying skills and knowledge and bringing in best practice.</p> <p>Evidence of having effectively implemented this knowledge, for example to lead content development strategy and to develop digital channels; commercial awareness</p>	<p>✓</p>	
<p>Good knowledge of local government and wider sector / external influences.</p>	<p>Strong political awareness; knowledge of the public sector landscape and the challenges it faces; knowledge of sources of best practice in local government digital and the wider government digital agenda.</p>	<p>✓</p>	
<p>Authority and credibility to establish positive and productive relationships with stakeholders and engage successfully with colleagues, partners and customers.</p>	<p>Exemplary stakeholder management skills and experience of successfully navigating a complex stakeholder environment.</p> <p>Actively involves partners to deliver a business outcome through collaboration that achieves better results for citizens</p> <p>Effectively manages team dynamics when working across council and other boundaries.</p>	<p>✓</p>	
<p>Experience of leading in multi-disciplinary and partnership working, both internally and externally.</p>	<p>Lead the collaborative, dynamic planning process - prioritising the work that needs to be done against the capacity and capability of the team</p> <p>Matrix-managing a multidisciplinary team</p>	<p>✓</p>	
<p>Proven ability to identify standards and performance requirements for own service area and where appropriate customer / partner organisations and effectively monitor and manage performance.</p>	<p>Excellent understanding and experience of using web analytics and broader customer insight to drive improvements and evaluate/iterate approaches, with demonstrable results</p>	<p>✓</p>	
<p>Excellent interpersonal and communication and presentation skills, with proven ability to communicate effectively and persuasively to a</p>	<p>Manage complex / political relationships. Manage relationships with key stakeholders and delivery partners including negotiation of complex political / strategic /</p>	<p>✓</p>	

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wide range of audiences.	commercial issues.		
Substantial experience in researching and identifying requirements and producing comprehensive business cases / reports / recommendations.		✓	
Initiative, strategic and political awareness demonstrated in problem solving and decision making.		✓	
Experienced project manager with a good understanding of project management methodologies and systems.	<p>Experience with planning complex contact strategies and representing the needs of multiple stakeholders</p> <p>Deliver projects and products using the appropriate agile project management methodology, learning and iterating frequently. Ensure all products are built to an appropriate level of quality for the stage (alpha/beta/production)</p> <p>Adept at delivering complex projects, breaking down barriers for the team, and both planning at a higher level and getting into the detail to make things happen when needed.</p> <p>Strong supplier management skills</p>	✓	
Excellent time management skills to manage a complex workload, prioritise and set deadlines.	Capability to manage complex and multiple projects, whilst creating and developing new innovative digital concepts	✓	
Proven track record of successful delivery of major projects and service / change initiatives.	Ability to think outside the box, present new concepts, drive projects and communicate effectively with senior stakeholders to achieve end goals	✓	
Proven leadership ability, with evidence of developing and managing staff, inspiring confidence, encouraging, motivating and influencing others.	Gravitas and strong influential and negotiation skills at senior levels together with people leadership and business leadership capabilities	✓	
Evidence of enthusiasm, drive, commitment and energy demonstrated in achieving goals.		✓	
Excellent ICT skills including use of Microsoft applications and specialist systems.		✓	
Qualifications			
Role Profile requirements.	Job specific examples. (if left blank refer to left hand column)	Essential	Desirable
Degree or equivalent		✓	
Relevant professional qualification			✓

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Other Requirements n/a

Decision Making Accountability

Is the role directly responsible for managing a budget? (please detail scale and type of budget)

- Project budget of circa £500k

Is the role responsible for monitoring a budget (monitoring of a delegated budget under management direction)? (please detail scale and type of budget)

- Yes - software budgets, plus prioritising development budget to meet organisational needs, monitoring the deployment of those budgets

What plans is the role held accountable for and within what timeframe?

- Digital Strategy - up to five years

Approximately how many posts are under the role's reporting line? (including those that are managed directly and indirectly)

- 1 post at R9; 5-6 posts at R6. It will be critical that the postholder can effectively lead and matrix-manage project groups of staff, drawn from across HQ/BUs, to deliver multiple, complex projects (staff of grades 3-10)

Which key stakeholders does the post holder have to work with to be successful in their role?

- Members
- Digital Implementation Board (Customer and Digital Board from 2015)
- Wider HQ and BU teams
- Directors, senior managers and digital personnel across the services and delivery organisations; plus equivalents in partner/stakeholder organisations, other councils, central government etc
- Suppliers
- Customers and Digital users

What are the top 3 key decisions the post holder would be responsible for?

- Programme of change for digital projects, including allocation of resources to effectively deliver priority digital transformation projects
- Variations to digital policies and processes
- Quality assurance of digital content and online transactions - frequently required to challenge effectively, to improve the online customer experience and facilitate channel shift

To note: the postholder will be given lead responsibility for key areas of the Council's digital strategy, and within that context, they will need to develop their own work programme, drawing on their understanding of HQ and Business Unit needs, of customer insight and of best practice nationally. The work is about developing new approaches, rather than delivering established arrangements, and therefore there is an expectation that the postholder is proactive in managing own work programme rather than waiting for supervision to determine way forward.

The job involves travel for business purposes: Rarely*

Where possible please quantify the approximate volume of travel (see guidelines for examples).