WELWYN HATFIELD

Role Profile

This section provides key information relating to the role

Job Title:	Digital Services Manager		
Post No:	P01545	**Grade:**	J
Team:	ICT & Digital	**Location:**	Campus East
Responsible to:	Assistant Direct – ICT & Digital		

Overall job purpose:

To lead on the council's programme to develop digital services.

To lead on the identification, design, build and implementation of digital services and online customer solutions through the council's digital platform that deliver improved experience for customers and communities, and value for money.

To work collaboratively and effectively with stakeholders at all levels to encourage the adoption of transformational change across the council supported by sound evidence.

To be the lead expert within the council on digital services and digitally enabling technology. To provide expert advice and support and enhance the digital service offer across the whole council in line with the Council's Transformation Strategy.

Key areas of focus:

1.	Delivery of the full lifecycle of digital services: discovery, digital design, build and support services across the council.
2.	Development and oversight of the council's digital programme and projects. Working with the Assistant Director on delivery of accurate and timely reporting of programme and project progress, risks, budgets and issues for senior leaders, sponsors and leads.
3.	Management of strategic development of digital services architecture, technology and processes. Working with services to embed digital solutions and support continuous improvement.
4.	Using technical skills and knowledge to transform and enhance the customer experience journey and promote digital as first choice for customers. Supporting services in solving business challenges based on understanding customer needs.
5.	Ensuring digital services designed and delivered are accessible and consistent with the needs of the council's diverse population. Ensuring compliance with accessibility legislation, appropriate digital standards, and the council's technology design principles.

6.	Working with colleagues through workshops, structured interviews etc. to understand and document business requirements and design digital services to meet both service and customer needs. Encouraging the adoption of transformational change based on sound understanding of real benefits, insight and analysis.
7.	Supporting the development of business cases for change by identifying business benefits, alternative strategies, delivery options, risks and costs, particularly around technical innovation, systems development and enabling digital technologies.
8.	Overseeing options appraisals, specification, design and delivery of technical integration for digital services and technologies. Working with colleagues in ICT & Digital to support the delivery of integrations between systems.
9.	Identifying and investigating opportunities of new technologies, digital development and good practice within the technology, customer service and digital sectors.
10.	Championing Agile methodologies and User Centred Design, linking these back to the GOV.UK Design Manual for building digital services in the public sector
11.	Procurement and management of external council partners/suppliers/contractors to assure quality of delivery and value for money in digital delivery.
12.	Assessing the need for internal communications about delivery and impact of digital projects and working with colleagues to draft appropriately.
13.	To promote equality and diversity in the workplace and in the services of the Council and to deliver the Council's equalities and diversity priorities.
14.	The ability to converse with ease with other staff and members of the public and to provide advice in accurate spoken English is essential for this post.
15.	Any other duties that are commensurate with the level and grade of this post.

Role Requirements

The following outlines the criteria for this post.

Criteria	**Essential**	**Desirable**	**Assessment Criteria**
Qualifications and experience			
Educated to GCSE Grade 4/C English and Maths	x		AP
Degree (or equivalent) in a software, technology, computing discipline		x	AP

Agile project management certification or equivalent significant experience		x	AP/IN
Extensive experience of delivering digital services and digital products	x		AP/IN
Process improvement certification or equivalent significant experience	x		IN
Experience of administering, configuring or developing services through digital or low-code platforms	x		AP/IN
Experience of working collaboratively with service users, technical specialists and other stakeholders to develop and improve digital services and customer-facing websites	x		AP/IN
Knowledge			
Training or experience that has developed a range of specialist knowledge of the following areas: - Project delivery management - Digital standards and customer service excellence - Delivering digital services and improvements Technology, product and systems management	x		AP/AS/IN
Training or experience that has developed a general level of understanding of the following areas: - Delivering change management - Process redesign and delivery - Delivering training and support services Excellent standards of CX and UX	x		AS/IN
Demonstrable knowledge of what makes a successful user experience of digital services.	x		IN
Skills and abilities			
Ability to switch between the strategic vision and the detail, being the expert in all things digital.	x		IN
Ability to engage with users, collecting requirements and turn user insight into digital services.	x		IN
Results focused, with excellent interpersonal skills to keep people energised, positive and focussed through project design and delivery.	x		IN
Demonstrable change management and influencing skills - to influence, negotiate and change the	x		IN

behaviours of service deliverers, internal customers and partners			
Ability to make decisions and deliver under pressure.	x		AS/IN
Ability to analyse complex information and present informative summaries	x		IN
Proactive and results-oriented, creative and innovative in finding solutions to complex problems.	x		IN
Excellent organisational and time management skills, ability to plan and deliver strategic and corporate objectives over an agreed timeframe.	x		AS/IN
Ability to successfully manage projects to time and budget in a multidisciplinary environment.	x		AP/IN
Experience of managing budgets with the ability to assess and estimate the impact of business change on digital services		x	IN
Other attributes			
Ability to work outside of normal office hours in the evenings and weekends as required	x		AP/IN

Assessment Criteria:
(AP) Application, (AS) Assessment, (IN) Interview

Our Values and Behaviours



Our CORE values are key to delivering our vision, plans and strategies.

Collaborative	Open	Responsible	Excellent
We work together to get things done	We behave with integrity & fairness	We take responsibility for our actions and decisions	We perform at our best & strive for excellence

It's really important that you have a genuine passion for doing a great job and our behavioural competency framework sets out how we want people to work, ensuring everyone is valued, supported and empowered.

These competencies will be assessed throughout the recruitment and selection process, as well as part of your ongoing development and progression.