Coventry City Council

Job Description

Post:	Digital Services and Inclusion Lead	Job Number:	W0205W
Service:	Customer Services	Post Number:	
Location:	Citywide as appropriate	Grade:	SM2

Our values:
We expect everyone who works for us to be committed to our One Coventry values and to share our commitment to becoming a more diverse and inclusive organisation.

Job Purpose:

1. To lead on the development and implementation of the organisation's 'digital customer offer', engaging with internal and external stakeholders and partners to explore potential solutions, structures and funding opportunities; accountable and reporting to Digital Board

2. To shape and progress a programme of development to enable 'self-service' for the organisations service users. Reducing transaction costs, enabling extended hours of availability and releasing capacity to support our more vulnerable service users and those with more complex enquiries

3. To drive a programme of automation taking an 'end to end' process view and considering the most appropriate technology to maintain sustainable, legislatively compliant and efficient service delivery

4. To work with nationally with central government, partners and colleagues to ensure digital inclusion for service users, elected members and staff, with consideration given to available technology, skills, knowledge and awareness

Main Duties and Responsibilities:

1. Through collaboration within and outside of the organisation, develop a 'Digital Inclusion Strategy' determine and gain agreement to implement the steps necessary to bring that to life

2. Work with colleagues, suppliers, stakeholders and enablers to determine and deliver appropriate solutions that meet the organisations strategic aims and ambitions in regard to digital innovation in the customer space

3. Identify ways to create the capacity necessary to support the delivery of digital initiatives including; bidding for external funding, building compelling business cases, engaging with external stakeholders etc.

4. Create and work with colleagues and stakeholders to deliver a self-service programme with the core design principles of;
   - Increasing/enhancing the self-service offer
   - Increasing the use of self-service so that it becomes the 'channel of choice' and provides the opportunity to close channels of contact
   - Reducing the costs of service user engagement
   - Releasing capacity to support vulnerable users and those with more complex enquiry types

5. Create and deliver a Digital Customer programme designed to challenge traditional, more manual ways of progressing activity and create new and more efficient methods of delivery through maximising the use of technology and automation

6. Devise marketing and communication plans and materials aligned to the digital change activity to raise awareness, encourage the uptake of new solutions and implement business change

7. Determine training and support mechanisms for service users, elected members and colleagues to educate, upskill, enable understanding and to implement business change

8. Determine how best to galvanise the organisation around the Digital agenda considering;
   - Mechanisms through which colleagues can make suggestions for change
   - Training and support mechanisms necessary to equip colleagues to drive the digital agenda within their service
   - Celebrating successes to maintain momentum
   - Communication to provide continued support and motivation

9. Ensure robust governance systems are in place to underpin all aspects of Digital Customer work. Work with colleagues to align reporting of other digital initiatives to provide an overarching picture of digital change to the One Coventry Change Board

10. Utilise service user and colleague experience feedback to drive continuous improvement of digital solutions

11. In conjunction with other team members, responsible for the development and maintenance of services that enable support to be given to individuals from all sections of the community, regardless of race, gender, sexual orientation, disability or belief

12. Responsible for ensuring that constructive relationships are developed and maintained with Councillors. Write and, where appropriate, present reports to Cabinet Member, Scrutiny and Cabinet.

13. Deputise for the Head of Customer Service when required.

- Any other duties and responsibilities within the range of the salary grade.

The post holder must comply with Coventry City Council's health and safety policy and in particular is required:-

- To take reasonable care for their own health and safety at work and of those who may be affected by their actions or by their omissions
- To cooperate with their line manager and senior management, to work safely, to comply with health and safety instructions and information and undertake appropriate health and safety training as required
- Not to intentionally or recklessly interfere with or misuse anything provided in the interests of health, safety and welfare
- To report to their manager any health and safety concerns, hazardous condition or defect in the health and safety arrangements.

Any further Health and Safety responsibilities relevant to this post will be set out in the offer letter and Written Statement of Particulars

The post holder must comply with the Interagency procedures of the Safeguarding Boards and Coventry City Council's policies for safeguarding children and safeguarding adults and in particular is required:-

- To ensure they are aware of the signs that may suggest a child or vulnerable adult is being abused or neglected
- To report to their manager, or other appropriate manager, any concerns they may have that suggest that a child or vulnerable adult may be being abused or neglected immediately

Any further Safeguarding Board responsibilities relevant to this post will be set out in the offer letter and Written Statement of Particulars

Post holders will be accountable for carrying out all duties and responsibilities with due regard to the City Council's Workforce Diversity and Inclusion Policy.

Duties which include processing of any personal data must be undertaken within the corporate data protection guidelines.

Responsible for: Matrix management across the organisation

Responsible to: Head of Customer Service

Date Reviewed: November 2018

Updated: July 2021

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Area	**Description**

Knowledge:	• Current issues and priorities facing the Local Government and an understanding of Local Authority decision-making processes.
	• The concepts, practices and procedures of programme/project management necessary to progress digital and cultural change
	• The principles of sound financial management, budgetary processes and controls
	• The digital industry and digitisation concepts, reflecting current and anticipated innovation and trends
	• How to establish effective relationships at all levels to gain the trust and credibility necessary to drive major change projects
	• How people respond to and require support through organisational change
	• How to utilise data to inform service design and measure the impact of change

Skills and Abilities:	• Lead the digital agenda across the organisation, developing long term strategy and plans using varied and highly complex information to determine the best way to progress
	• Think outside of the box and approach all services/programmes and projects with the open mindedness necessary to address the potential frustration of internal hurdles/blockers. Use very highly developed persuasive skills to negotiate change.
	• Challenge and motivate the organisation to think creatively about alternative ways to deliver more efficient outcomes
	• Demonstrate the confidence and expert knowledge necessary to positively engage with stakeholders to influence digital decision making
	• Organise and manage the people and resources necessary to ensure that One Coventry priorities are met
	• Promote and nurture the positive relationships necessary at every level of the organisation to gain commitment to the use of technology across services and, at an individual level, to embrace the use of technology in their day to day work
	• Influence external stakeholders, contractors/providers and suppliers to adapt to different ways of working with the City Council

	• Quickly grasp technical solutions that will facilitate a contextual understanding of ideas/innovations proposed
	• Collaborate with a wide range of organisations and people with different skill sets, developing a knowledge network inside and outside of the organisation
	• Communicate with conviction and confidence both verbally, on a one to one basis and within a group/presentation setting and in writing
	• Manage business change in an inclusive, supportive and motivational way with compassion and consideration for those who find the change in organisational direction more challenging
	• Accurately assess risk and identify mechanisms to manage them in the most appropriate way
	• Organise and manage a complex work programme
	• Take a lead role in the implementation and application of equal opportunity policies
	• Ability to influence service developments in areas for which the post holder has no direct management accountability
	• Determine strategy and create complimentary plans to realise the organisational objectives

Experience:	• Managing at a senior level, influencing decision making and driving cultural change
	• Developing strategy capable of traversing traditional organisational boundaries to gain the support, practical assistance and funding necessary to bring to life creative technological solutions
	• Driving digital change from idea/concept stage, through procurement/build to implementation and benefits realisation
	• Achieving increased self-service through product procurement/design and delivery, marketing and communications, training and support
	• Matrix management, bringing together multi-disciplinary teams to drive organisational change and deliver specified outcomes
	• Leading people, creating the conditions necessary for them to thrive and contribute/perform to their best and at the same time addressing concerns through honest engagement and performance management processes if necessary
	• Implementing programmes of change with the need to support colleagues to adapt to new ways of working focussing on an increased use of technology
	• Writing bid documents, creating compelling business cases to secure funding for projects and programmes and managing spend on individual projects

| **Educational:** | • Degree in one of the following disciplines:
    • Business/Programme Management
    • IT/Technology
    • Public Health
    • HR including change management
    • Adult Learning
Evidence of ongoing personal development and commitment to learning. |

Special Requirements:	

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