

Job Description and Person Specification



Job Description

Job Title	Digital Inclusion Coordinator
Grade	Grade 7
Service	Customer Services
Reports to	Digital Services and Inclusion Lead
Location	Citywide as appropriate
Job Evaluation Code	A5905



About Coventry City Council

Who we are: At Coventry City Council we are dedicated to making a positive difference to the services we deliver to the diverse citizens of Coventry. The work we do improves people's lives – from helping them into work to providing clean and green places to live, to keeping people safe and protected.

As a Coventry City Council employee, you have our ongoing commitment to your growth and development with opportunities to work across multiple service areas including customer contact, public health prevention and education and skills, adults and children's services and provide support for the most vulnerable.

Our aim is simple – to be globally connected, locally committed, deliver our priorities with fewer resources whilst effectively managing our performance and measuring our progress.

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:



About the Service your team will provide

Purpose of the role / Output

1. To support the development and implementation of the organisations 'digital inclusion customer core offer,' aspiring that all Coventry residents have equal opportunities to use digital tools, technology, and services in the right way for them and to support residents on a digital journey to gain confidence in using technology in a way that helps them in their daily lives.
2. Under direction of the Digital Services and Inclusion Lead (DSIL), coordinate a programme of digital inclusion activity under the current #CovConnects programme, working with both internal and external partners, to ensure digital inclusion contributes to strategic plans and priorities of partners.
3. To assist the DSIL to locate, research and support external funding opportunities, and leverage other opportunities, including partnership working, to maximise the impact of digital inclusion activity in Coventry.

Main Duties & Key Accountabilities

Core Knowledge

1. Support the DSIL to shape the strategic aims and objectives of #CovConnects digital inclusion programme to ensure all activity aligns with city-wide outcomes and priorities.
2. Coordinate Digital Inclusion projects both organisationally and with external community partners, establishing strong and effective partnership working relationships with others working on digital projects and digital inclusion activities at local, regional and national levels.
3. Responsible and accountable for campaigns and projects under the CovConnects digital inclusion programme to maximise digital inclusion activity within the city.
4. Seek and develop opportunities to engage with both existing and new partners to develop new digital inclusion initiatives and interventions, enhancing the city-wide offer for digital inclusion activity.
5. Support and develop the #CovConnects social media and marketing presence to ensure maximum customer engagement, understanding potential barriers to connecting with customers and utilising diverse methods for communication suitable for all Coventry residents.

6. Identify and support initial bids for external funding, building compelling business cases, engaging with external stakeholders.
7. Keeping up to date with national agendas and responding to Council and Government initiatives, to support development of existing services and identify innovative new opportunities to support digital inclusion, including representing the service at various meetings and working groups.
8. Write and deliver training packages related to digital inclusion for staff and volunteers both internally and externally, as required.
9. Develop, implement, and record qualitative and quantitative measures relating to the impact and outcomes of digital inclusion activity, and share with both internal and external stakeholders as required.
10. Support the delivery of the 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.
11. Utilise service user and colleague experience feedback to drive continuous improvement of digital solutions
12. Champion the inclusion agenda ensuring that the development and maintenance of services enable support to be given to individuals from all sections of the community, regardless of race, gender, sexual orientation, disability or belief
13. Work within the robust governance systems in place to underpin all aspects of Digital Customer work.
14. Undertake any other duties and responsibilities within the range and salary grade.

Key relationships

External Partners across voluntary and community sectors Partners across public and private sectors	Internal Service Areas
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Standard information

Post holders will be accountable for carrying out all duties and responsibilities with due regard to Code of Conduct, Safeguarding, Health &

Safety and the City Council's Workforce Diversity and Inclusion Policies.

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

Smoke Free

The City Council is Smoke - Free. Smoking is not permitted on any of our premises or the surrounding land including car parking facilities.

Training

The postholder must attend any training that is identified as mandatory to their role.

Responsible for:

Staff managed by postholder:

N/A

Person specification

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Knowledge	
<ul style="list-style-type: none"> • Awareness of current economic and social challenges facing both local government and community groups that impact decision making / strategies 	
<ul style="list-style-type: none"> • Understanding of the Digital Inclusion agenda and the challenges faced by communities and individuals 	
<ul style="list-style-type: none"> • How to establish effective relationships at all levels to gain the trust and credibility to support major change projects 	
Skills and Abilities	
<ul style="list-style-type: none"> • Excellent written and oral communication skills 	
<ul style="list-style-type: none"> • Strong influencing skills and the ability to encourage groups / organisations to adapt and change 	
<ul style="list-style-type: none"> • Ability to deliver compelling messages and presentations to large groups / external partners of mixed audiences and levels 	
<ul style="list-style-type: none"> • Initiative and confidence in decision making, escalating problems and concerns as necessary 	
<ul style="list-style-type: none"> • Analysis and research skills with the ability to write compelling funding bids and reports 	
<ul style="list-style-type: none"> • Creative problem-solving skills 	
<ul style="list-style-type: none"> • Resilience, determination, and the ability to continue to try in the face of setbacks and slow progress. 	
<ul style="list-style-type: none"> • Good ICT skills – can research using the internet, develop professional PowerPoint presentations, use MS Teams, Word and Excel 	
<ul style="list-style-type: none"> • Strong organisational skills and the ability to meet deadlines, prioritising important and urgent matters that affect services and projects 	
<ul style="list-style-type: none"> • Project support and stakeholder management skills 	
Experience	
<ul style="list-style-type: none"> • Writing bid documents, creating compelling business cases to secure funding for projects and programmes and managing spend on individual projects 	
<ul style="list-style-type: none"> • Significant experience of working with community partners and/or organisations in an inclusion role e.g., NHS Health, Public Health, Homelessness, Digital Poverty, Age or Disability to develop and deliver inclusion initiatives 	
<ul style="list-style-type: none"> • Implementing programmes of change and associated change management practices 	

- Degree educated or equivalent work-related experience gained in an inclusion related role
- Evidence of ongoing personal development and commitment to learning

Special Requirements

N/A

Date Created	March 2023	Date Reviewed	March 2023
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