

Role Title	Head of Digital Services
Job Family	Leadership
Pay Scale	PO12
Purpose	
To be responsible for the Council's digital strategy and the services and platforms supporting its delivery. The role will be responsible for the successful transition of outputs from the current digital transformation programme and the delivery of business as usual digital services. The role will be responsible for shaping, implementing and delivering an evolving digital strategy. The role holder acts as the key link between customer services and Council's broader technology strategy, working closely with the CIO, and will also have a key accountability to service owners where delivery is underpinned by digital solutions.	
<i>Role Specific Accountabilities</i>	<i>End Results/Outcomes</i>
Design and deliver the council's digital and channel strategy including digital inclusion	The council's digital service ambition is realised All customers are able to access services through delivery of digital inclusion strategy
Ensure the provision of high quality, easy access to Waltham forest services which adhere to relevant accessibility, usability and branding standards	Services are provided in line with customer expectations Digital services are taken up by customers All relevant policies and standards are adhered to
Undertake horizon scanning and tracking of emergent digital trends, technologies and commercial opportunities	The council's offer is relevant, optimised and best value
Lead and manage the council's development and implementation of customer digital technologies including website, intranet and CRM	Digital services are available through most appropriate technologies
Oversee all digital content through both re-active and pro-active channels, owning the sign off of any change, impacting customer systems	Digital customer services and information is up to date and promotes digital service take up
Ensure that digital service provision complies with council service statutory, regulatory and contractual obligations	Digital council services are delivered effectively and comply with all local authority obligations

Act as the design authority and owner for the implementation, development and management of the councils digital products	Digital services are consistent and deliver best practice to customers and the organisation
Shape and deliver the council's future operating model for digital	The council's operations fully support the digital services operating model
Design and manage digital governance and ensure digital governance processes are built in operationally to the council	Organisation is fully appraised of the mechanisms to develop/deliver their digital services Customer experience is consistent, high quality and best value
Act as the council's customer data owner in respect of digital services managed, including data quality and security standards	All relevant standards are complied with
Support the delivery of future and current programmes	All programmes are supported to deliver and meet corporate/digital strategy aims and objectives
Design, lead and manage the digital services team within a positive and performance focussed environment	Team is fit for purpose to support delivery of strategic aims All team members are motivated and clear of objectives Excellent customer service is delivered to the organisation
Contract owner for external digital services contracts, to review and manage to ensure the very best service and value for the council	Contracts are managed and regularly reviewed to ensure fitness for purpose, best service and value for the council
Liaise with services, Partners, senior stakeholders and Members to effectively deliver digital strategy and services including new ways of working to ensure best solutions	The organisation and senior stakeholders are fully engaged in delivery of digital strategy
Act in accordance with all policies and procedures applying to the job incl implementation of health and safety legislation/policy/practice	All policies and procedures are complied with H&S risks are assessed and managed
<i>Nature of Contacts</i>	

Senior managers, directors, members, and equivalent levels in external bodies and partners. Initiate proactive contact and relationship forming negotiations within a technical and political environment. Consult with stakeholders to identify requirements. Lead partnership working with internal / external services / organisations.

Procedural Context

Reports to: Director Customer and Business Operations

Key Facts and Figures

Resourcing

Budget Responsibilities: £400k and any delegated project budgets as required

Supervisory Responsibilities: tbc – currently: Revenue: Internet manager, Digital metrics officer, Web officer. Project: 3-5 digital officers

Competency Level: Senior Manager

Knowledge, Skills and Experience

Track record of delivering public facing digital services in a large, complex organisation with expert technical /professional knowledge and experience

Track record of shaping and evolving ambitious digital strategies

Excellent research, analysis, interpretation and evaluation skills, demonstrating the ability to identify and diagnose complex problems/issues / requirements and develop innovative strategic solutions

Authority and credibility to build relationships, influence and engage successfully with politicians, senior managers, colleagues and partners in complex or politically sensitive situations

Initiative, strategic and political awareness demonstrated in problem solving and decision making

Significant experience of writing reports, specifications and agreements

Substantial experience of managing significant budgets and resources.

Understanding and experience of working with common digital platforms platforms used to deliver public-facing digital services, ideally including specific experience of the Firmstep product set

Substantial experience of delivering organisational digital service transformation in a large

organisation

Experience of advocating and being the ambassador for digital services in a complex organisation

Experience of influencing and negotiating with senior stakeholders to deliver digital products which fit customer and organisational needs

Excellent communication skills and solid experience of communicating technical concepts to non-technical audiences across complex organisations

To be persistent, tenacious, highly motivated and not easily discouraged

Experience of leading and motivating a digital team and matrix management across a large organisation

Experience of sourcing and managing digital suppliers and other contractors in a commercial relationship

Excellent time management skills to manage a complex workload prioritise and set deadlines and cope with conflicting and changing demands.

Indicative qualifications

Educated to degree level or equivalent standard of experience

Related professional qualification or experience

The above profile is intended to describe the general nature and level of work performed by employees in this role. It is not intended to be a detailed list of all duties and responsibilities that may be required. This role profile will be supplemented and further defined by annual objectives, which will be developed in conjunction with the post holder. It will be subject to regular review and the Council reserves the right to amend or add to the accountabilities listed.