



## RUGBY BOROUGH COUNCIL

### JOB PROFILE

**Post No.****Post Title:** Senior Digital Transformation/Enablement Officer**Unit/Team:** IT and Digital Services**Grade:** Grade G**Service:** Digital and Communications**Reports to:** IT & Digital Services Manager**Issue Date:** April 2023

#### PURPOSE OF THE JOB

This role is a senior hands-on position within the IT and Digital Services team delivering management and service activities in line with departmental standards, guidelines, defined delivery frameworks and operating practices.

The team uses its project, business and analytical skills in leading and supporting a host of projects. Working closely with IT and Digital Services Team colleagues, system owners, users and other stakeholders, the Senior IT and Digital Transformation & Enablement Officer will bring their management and project knowledge to the implementation, deployment, and support of the team, department, and wider council.

The role is responsible for the delivery of digital transformation projects, systems training and development, and procedural activities, along with the transition to business as usual (BAU) functions. There will be a requirement to plan and undertake project activities and to provide specialist advice across a range of areas and to a wide audience, from colleagues to stakeholders.

- Lead the Digital Transformation Team and support the Business Analysis and Data Analysis teams, Service Areas & Council to understand relevant processes and to address the Digital needs to promote digital literacy and transformation.
- Lead research, systems, software and assist in the design and implementation of digital solutions for processes and tasks following frameworks and methodologies.
- Lead the council in understanding project requirements and encourage and promote stakeholder engagement in digital solutions, process, and design.
- Use a range of tools and software products to develop visualisations and reports which help services to design and improve services and/or processes.
- Work in partnership with services to help them understand, manipulate, and link their

data, taking responsibility for improving data quality and accessibility.

- To coordinate, support, motivate and provide training to Service Areas and digital champions.
- Lead and contribute to service-specific and Council-wide innovation projects to:
  - help improve the quality and timeliness of decisions; and
  - help to improve understanding of residents' needs.
- Use the best of modern data technologies and platforms, including ongoing investigation and research into emerging technology.

## **1. ESSENTIAL FUNCTIONS AND RESPONSIBILITIES**

- 1.1 Identify digital transformation opportunities based on minimising non-digital transactions, improving the customer online experience and utilising service area and customer insight to identify internal business processes.
- 1.2 Lead the Digital Transformation Team and support Business Analysis and Data Analysis teams, Service Areas & Council to ensure the authority maximises technology to collect, analyse and evaluate management information from the Council's services, identifying and filling any gaps in the information, data and its systems and software.
- 1.3 Undertake business analysis to ensure a thorough understanding and developing project plans that incorporate Business/User requirements, customer journey mapping, supplier specification, supplier finances, process reengineering, resourcing, deployment schedules and support.
- 1.4 Identifying and lead the coordination and delivery of solutions that achieve measurable cost reductions, efficiency gains, quality improvements, and deliver a reduction in waste, rework, and avoidable contact by the use of digital technologies.
- 1.5 Working closely with the Business Analysis and Data Analysis teams, Service Areas & Council to ensure that improvement of the Council's business is delivered by technology and aligned with the digital strategy and action plan.
- 1.6 Identify areas where systems rationalisation is required across the authorities and its partners and articulate the benefits by the way of reports and presentations.
- 1.7 Continuously evolve and lead Digital Transformation and channel shift using customer insight and advanced analytics.
- 1.8 Proactively work with staff and digital champions, providing training, regular updates, support and promote the digital agenda thorough the authority and its partners.
- 1.9 Lead the effort to increase Digital participation within the authority including presenting to LT, Council members and Committee when required.
- 1.10 Lead in the creation, evolution, and delivery of a digital transformation roadmap.

- 1.11 Lead to empower and enable staff and members to work towards a 'new normal' way of working and actively embed the culture that enables this. Educating business units on the 'art of the possible' and provision of digital technologies.
- 1.12 Lead, provide expertise and work with the Programme Board to support and develop appropriate work programmes and projects.
- 1.13 To ensure a personal commitment to horizon scanning and direction of travel for digital technologies.

## **2. OTHER DUTIES AND RESPONSIBILITIES**

- 2.1 Select and apply appropriate and innovative analytical techniques to the Council's and external partners' data to create information which supports and enhances strategy development, business decision-making and service delivery. Be part of a culture of proactive and continual service improvement, helping to shape the vision for how to enhance the user experience of digital services.
- 2.2 Provide subject matter expertise and quality assurance where required to the team, colleagues, and wider council on key areas under your area.
- 2.3 Build operational relationships with suppliers, making sure services and products are delivered and aligned to industry best practice, regulatory and contractual requirements.
- 2.4 Involved with directing employed and contract staff/companies engaged under support contracts for specialist services and projects.
- 2.5 Assist the Manager, Leads and wider team with analysis related activities on a day-to-day basis, including ensuring service levels and customer satisfaction levels are maintained.
- 2.6 Excellent communicator with the ability to simply explain complex ideas, to mentor and lead others through change.
- 2.7 Negotiate with suppliers to ensure the best price is secured for the best services; to assist in product evaluations and the implementation of new services.
- 2.8 To assist in the management and enforcement of appropriate systems, processes, and tools to ensure they are secure and in compliance with all appropriate standards and regulations.
- 2.9 Any other reasonable duties as requested by your manager, in line with your skills and knowledge.

## **3. SUPERVISORY RESPONSIBILITIES**

To lead, mentor, coach and develop junior members of the Team and digital transformation function in all aspects. Including but not exclusively dealing with sickness absence, holidays 1-1's and the contribution to the wider IT & Digital Services Team.

#### **4. FINANCIAL RESPONSIBILITIES**

Responsibility for delegated spending within agreed budgetary limits.

Contribute to the accurate input, monitoring and tracking of procurement information to assist with accurate budget monitoring.

#### **5. RESPONSIBILITY FOR ASSETS AND DATA**

To be responsible for all physical and non-physical service-related assets and data as agreed with and delegated by the IT & Digital Services Manager and other Lead officers.

To assist in defining, monitoring, and enforcing appropriate standards in relation to the management of physical and non-physical assets and data.

#### **6. EXTENT OF PUBLIC CONTACT**

The role may require occasional work in public areas with occasional direct public contact.

Direct public contact may be required in relation to technical services that we provide and support direct to the public, including, but not limited to web technologies, self-service devices, and data services.

#### **7. WORKING CONDITIONS AND ENVIRONMENT**

The service demands and requirements for this role mean that a hybrid working model is possible. It is expected that the role will be office based for a minimum of 16 hours within a working week (40% of the time). It is expected that Team meetings, 1-1's, staff briefings are attended in person.

There may be a requirement to visit our data centre locations, partner sites and organisations in relation to the role. There will also be a requirement to attend conferences, training and associated events from time to time.

There may be occasions where out of hours working will be required, for example attending a members meetings or in support of departmental work or unplanned remedial works.

#### **8. CORPORATE RESPONSIBILITIES**

All staff have to act within the Council's rules and follow all reasonable management requirements. These are contained within: the Council's Standing Orders, Employment Policies, Constitution and Code of Conduct for Employees. Other documents may be introduced at times setting out rules of the Council. These will cover responsibilities and requirements for the following:

Financial Accounting

Equality and Diversity  
Health and Safety  
Risk Management  
Anti- Fraud  
Data Quality and Data Protection  
Business Continuity  
Major Emergency Plan  
Procurement and Contract Management  
Safeguarding of Children and Vulnerable Adults

Copies of the relevant rules and policy are available on the staff intranet or from your manager.

In addition, all employees are expected to behave in line with our Values and Behaviours and challenge other employees whose behaviour is against our values.

## **9. KNOWLEDGE, SKILLS, EXPERIENCE AND QUALIFICATIONS**

Refer to Person Specification attached.

**Signed as agreed:**

Postholder

Date

## PERSON SPECIFICATION



### Post: Senior Digital Transformation & Enablement Officer

For effective performance of the duties of the post the postholder will be able to demonstrate that they have the skills and/or knowledge detailed in 'Essential Criteria'.

Criteria	Essential/ Desirable	Method of Assessment
Experience in a hands-on role in a significant capacity, in project inception and delivery in all areas from scope, design, procurement, implementation through to support and maintenance.	E	A/I
Experience in delivering structured change and modernisation through planned projects and activities.	E	A/I
Experience of leading and developing small project teams or squads.	E	A/I
Experience of monitoring and reporting performance for individuals and teams.	E	A/I
Experience in research, systems, software and assisting in the design of digital solutions for processes and tasks following frameworks and methodologies.	E	A/I
Solid knowledge of tools and software products to develop visualisations and reports which help services to design and improve services and/or processes.	E	A/I/T
Experience in training people in the use of systems and software.	E	A /I
Experience of working with non-technical users to produce storyboards, scoping, and user requirement documents.	E	A/I
Experience of translating user documentation such as storyboards into technical scopes, proposals, and reports.	E	A /I
Demonstratable experience of being solutions focused to overcome process, system, or design flaws to maintain service or services.	E	A/I
Knowledge of translating digital vision into practicable digital solutions and processes.	E	A/I
Excellent skills in using data analysis to answer specific business problems, applying a variety of techniques as needed.	E	A/I
Knowledge of cross-government procurement frameworks and processes.	D	A/I
Ability to solve complex problems in services that must stay up during problem resolution.	E	A/I
Knowledge of project and planning skills, including the evaluation, and establishing of requirements.	E	A/I
Excellent interpersonal, networking and negotiation skills, including the ability to successfully communicate complex issues coherently and persuasively.	E	A/I
Strong people management skills, with the ability to create a positive working environment in which equality and diversity are embedded in every aspect of the team's work	E	A/I

and output, dignity at work is upheld and staff are empowered and motivated to achieve good outcomes.		
Understanding of and commitment to the Council's equal opportunities policies and ability to put these into practice within the context of this post.	E	A/I
Understanding of and commitment to achieving the Council's values and ability to put these into practice within the context of this post.	E	A/I
The ability to keep abreast of emerging technologies and working practices, and their application to IT & Digital Services service delivery.	E	I
The ability to gather information, interpret data and write reports, give presentations, and communicate both to a technical and non-technical audience, including attending member meetings out of hours from time to time.	E	A
The ability to promote a professional image of the Council and the IT & Digital Service with particular attention to customer care and delivering to set standards and KPI's.	E	A/I
The ability to effectively manage time and workload priorities.	E	A/I
The ability to work with a variety of team members within IT and the wider council.	E	A/I
Flexibility in hours worked including out-of-hours and working at short notice.	E	A/I
The ability to travel to other sites (specifically local and remote datacentres), partners and suppliers.	E	A/I
Hold a valid full driving licence	E	A/D
A commitment to work within our CAN DO values	E	A/I
A degree in an IT related subject or relevant vocational qualifications.	D	A/D
Hold an ITIL qualification to at least foundation level.	D	A/D
Hold a project management qualification i.e., Prince 2, SIGMA 6, Agile.	D	A/D

Application	A
Interview	I
Test (written, presentation, practical – eg word processing)	T
References	R
Documentary – eg certificates	D