**Manchester City Council**

**Role Profile**

**Digital Strategy Officer, Grade 7**

**Work and Skills Service, Growth and Development Directorate**

**Reports to: Senior Digital Strategy Officer**

**Job Family: Policy and Governance**

**Key Role Descriptors:**

The roleholder will enable good quality and accurate advice that informs effective decision making as they affect the authority’s policy priorities and day to day operations.

The roleholder will respond effectively to key risks and identify opportunities for improvement. Improvement is achieved through sound planning and delivery of work, understanding and evaluation of risks, effective communication and persuasion.

**Key Role Accountabilities:**

Provide high-quality analytical and evaluation support for the development of specific pieces of analysis or development projects.

Ensure work is delivered within statutory guidelines and maintain relationships with other teams to ensure the highest standard of service delivery.

Draft clear and concise responses to consultations, queries, and briefings.

Ensure the effective integration of advice, and development and identification of key issues and opportunities across the organisation and partners.

Actively manage and monitor performance against key performance indicators, highlighting performance issues, areas for development and concern.

Maintain competence in subject matter specialism, undertaking research and information gathering to ensure Council adopts and maintains best practice in areas of specialism, providing ad hoc advice as required.

Roles at this level may be required to undertake management duties, either through direct line management of a team (including appraisals, performance management and other duties) or through matrix management of a virtual team of officers.

Personal commitment to continuous self development and service improvement.

Through personal example, open commitment and clear action, ensure diversity is positively valued, resulting in equal access and treatment in employment, service delivery and communications.

**Where the roleholder is disabled every effort will be made to supply all necessary aids, adaptations or equipment to allow them to carry out all the duties of the role. If, however, a certain task proves to be unachievable, job redesign will be given full consideration.**

**Role Portfolio:**

Manchester City Council has developed a Digital Strategy in aim to help Manchester become a more inclusive, sustainable and resilient world-leading digital city – contributing to the delivery of the council’s wider Our Manchester Strategy.

The Strategy sets out the vision for what we need to do to make sure we have digitally skilled residents, future-proofed infrastructure, a thriving digital economy and a digitally enabled transition to zero-carbon economy.

There are four underpinning themes to the Digital Strategy: Remarkable People; Connected Places; Prosperity for All and Rising to Challenges. The Digital Strategy team has been established to coordinate the delivery of the Strategy.

The diverse team brings together a range of backgrounds, skills and interests that come together to achieve the shared goal of the delivery of the Digital Strategy. The team has so far built a strong project management base, good governance, bold and accessible branding, and a good reputation with the wider ecosystem, whilst raising the profile of the strategy and its ambitions.

This team help to deliver several other strategic City Council led priorities that have a relationship with digital and technology and also act as a key contact to a number of stakeholders externally within the wider digital ecosystem.

This fixed-term officer-level role supports the coordination and delivery of the Manchester Digital Strategy and its annual Delivery Plan, helping organise and track activity across multiple workstreams to ensure alignment, momentum, and effective communication.

The role involves stakeholder engagement, reporting, and analysis to support strategic decision-making, while maintaining delivery tools and documentation. It also contributes to continuous improvement, helping refine workflows and embed data-informed approaches that strengthen digital programme delivery across the city.

**Key Behaviours, Skills and Technical Requirements**

**Our Manchester Behaviours**

* We are proud and passionate about Manchester
* We take time to listen and understand
* We ‘own it’ and we’re not afraid to try new things
* We work together and trust each other
* We show that we value our differences and treat people fairly

**Generic Skills**

* **Communication Skills:** Is able to effectively transfer key and complex information to all levels of staff, adapting the style of communication as necessary and ensuring that this information is understood. Writes convincingly and clearly, succinctly and correctly, avoids the unnecessary use of jargon or complicated language; writes in a well structured and logical way and structures information to meet the needs and understanding of the intended audience.
* **Planning and Organising:** Excellent time management skills, creating own work schedules, prioritising, preparing in advance and setting realistic timescales for own self and others. Has the ability to visualise a sequence of actions needed to achieve a specific goal and how to estimate the resources required.
* **Project Management:** Ability to plan, direct and coordinate activities to manage and implement interrelated projects from project initiation through to implementation. Excellent ICT and organisational skills to develop a detailed project schedule for use by the Project.
* **Problem Solving and Decision Making:** Ability to formulate independently a range of options for new or unfamiliar situations and to select the appropriate course of action to produce a logical, practical and acceptable solution. An ability to make independent decisions of a relatively uniform nature.
* **Strategic Thinking:** Skills to develop measures and methods for monitoring and evaluating performance against the strategic plan. Ability to identify best practice and analyse trends and patterns to develop ideas for the strategy of the service. Understands adjustments to strategy and helps others to adjust plans accordingly

**Technical Requirements (Role Specific)**

The post holder will have substantial experience or knowledge in the following -

* An understanding of digital and technology’s role in a place, gained in a national, regional, private, public or voluntary sector environment.
* Credibility in programme coordination: supporting an organisation and delivery of complex strategies and action plans, across multiple priorities workstreams and stakeholders.
* Credibility in delivery tracking and reporting: Using tools and systems to monitor progress, manage timelines, and contribute to performance reporting.