**Manchester City Council**

**Role Profile**

**Senior Digital Strategy Officer - Grade 9**

**Digital Strategy Team, Growth and Development Directorate**

**Reports to: Digital Strategy Lead**

**Key Role Descriptors:**

This is a fixed term role that sits within the Growth and Development Directorate. The postholder will have responsibility for coordinating a diverse programme of activity which supports the delivery of the Manchester Digital Strategy: Doing Digital Together.

The roleholder will identify and drive opportunities for projects and initiatives which align with the Digital Strategy Delivery Plan.

The roleholder will work collaboratively with both internal services and external partners in

a manner which embraces the principle of joint working.

They will ensure collaboration, knowledge sharing, and digital best practices among partners and colleagues to help establish a robust digital ecosystem.

They will also champion the importance of digital and technology in placemaking and its impact on people.

**Key Role Accountabilities:**

* Has experience at a senior level in strategically creating, developing, and delivering innovative projects/ programmes.
* Is responsible for the day-to-day coordination and delivery of the projects within the Digital Strategy Delivery Plan.
* Will manage, deploy, and coordinate resources effectively for effectively project delivery. Proactively drawing on the necessary expertise and resources that key stakeholders have to offer to deliver the strategic goals.
* Contributes to papers and produce presentations for a range of key stakeholders, including - senior management, Executive Members, Board Members and other key partners.
* Establishes quality relationships with stakeholders, including - Officers, Elected Members, key digital businesses and networks, community groups and residents, to incorporate the “Our Manchester” approach in delivering the strategy.
* Has excellent people skills and the ability to encourage ownership of project delivery.
* Works closely with other internal departments and key service areas, including the Digital Inclusion team, Work and Skills team and the ICT department. Influence others to embed the delivery the Digital Strategy Delivery Plan across strategic priority areas.
* Creates space for partner ideation and facilitate action led working groups.
* Commissions external organisations and working with them to deliver the priorities.
* Where possible, identifies funding opportunities to support strategy implementation.
* Attends networking events and meetings, and consistently engage with key stakeholders.
* Is expected to explore commercial opportunities with the private sector and working in partnership with strategic bodies to innovate and enhance the delivery of the Manchester Digital Strategy.
* Works with the rest of the team to develop and manage innovative high-profile communications to promote and raise awareness of the Digital Strategy.
* Keeps professional knowledge up to date to support the team and its agenda to stay current.
* 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 role-holder 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 pursued.**

**Role Portfolio**

**The Digital Strategy Team**

The Digital Strategy team have 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 role will help to continue to collaboratively drive the delivery of the Manchester Digital Strategy Delivery Plan.

**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:** Speaks fluently, expresses opinions, information and key points of an argument clearly, makes presentations and undertakes public speaking and group facilitation with skill and confidence. Writes convincingly and clearly and structures information to meet the needs and understanding of the intended audience. Ability to negotiate difficult agreements with wide impact; ability to influence or persuade internal or external stakeholders. Ability to motivate others through building relationships and gaining their full support for achieving outcomes.

**Analytical Skills:** Demonstrates the ability to apply analytical and logical thinking to gathering and analysing information, designing and testing solutions to problems, and formulating plans and business cases.

**Planning and organising**: Sets clearly defined objectives, plans activities and projects well in advance and takes account of changing circumstances; identified and organises resources and manages time effectively monitoring performance against milestones and deadlines.

**Project Management:** Ability to control and monitor resources and project budget and manage expectations of all projects.

**Strategic Thinking:** Evidence of thinkingcross-functionally and cross-organisationally, beyond one’s own professional areas of specialism is important as is the ability to conceptualise new, collaborative ways of achieving shared goals. Well-developedSkills to identify good practice and areas for improvement in strategy and communicate these too colleagues and key stakeholders.

**Creative Skills:** Ability to independently think creatively to proactively think through potential future scenario’s and to develop a range of creative solutions where there are no existing parameters that meet the strategic needs of the business.

**Technical Requirements (Role Specific)**

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

* The particular focus areas for the new Officer will include, digital inclusion, human-centred AI delivery, tech for good ecosystem and digital accessibility and inclusivity in a place more broadly.