

## Job Description

# Digital Business Development Manager

*Version 0.1*

*Date: December 2018*

**POST:** Digital Business Development Manager

**SERVICE:** Revenues, Benefits and Customer Services

**SECTION:** Resources

**BAND:** SE1

**REPORTS TO:** Manager of Revenues, Benefits and Customer Services

**RESPONSIBLE FOR:** The effective delivery of the following service areas:

- Digital service research, development and implementation
- Data analysis, insight and reporting

Management of a team of up to 10 staff.

**TYPE:** Hot desking in the Basildon Centre

All Council posts are subject to National Joint Council (NJC) conditions of service.

Basildon Borough Council is committed to safeguarding and promoting the welfare of children and adults, and expects all employees, contractors and volunteers to share its commitment to prevent abuse, harm or exploitation.

Please note that the Council applies a robust recruitment vetting process.

## **MAIN PURPOSE**

At Basildon Council

Services are delivered within a framework of robust governance and assurance, with activities underpinned by appropriate and proportionate controls.

Council services work collaboratively within a supportive environment to deliver the organisation's priority outcomes. This includes exploring commercial opportunities and working in partnership with other bodies to realise efficiencies and enhance service delivery.

The Digital Business Development Manager will have the overall responsibility for the ongoing development and delivery of the corporate digital strategy. This involves shaping the council's approach to digital services, overseeing multiple complex projects across departmental and organisational boundaries, to deliver customer focused service change through digital technologies. Integral to this is the development and implementation of effective communication and engagement strategies to ensure customer buy-in, along with initiatives to deliver a digitally enabled and skilled organisational culture.

The postholder will have the lead responsibility for wider data analysis, insight and reporting, which is critical to service improvement and development. This will be used to both inform the digital strategy and aid effective decision making. Digital technology is also an essential element of the Medium Term Financial Strategy, in delivering service efficiencies and supporting commercial opportunities. The postholder will be responsible for delivering change, building business cases for investment to generate future efficiencies. The post also intrinsically links with other key corporate policies and strategies including Information Management, ICT and Customer.

The role is accountable for the implementation of the Digital Strategy across the whole organisation. It has day to day responsibility for the overall leadership of the Digital Business Development unit and matrix management of project teams. This will include the effective performance management of staff to ensure an integrated approach to service delivery and consistent achievement of agreed corporate outcomes.

### **Main Purpose of the Job**

1. Ensure that relevant services are effectively delivered in accordance with corporate and customer requirements.
2. Lead the development and delivery, engaging internal and external partners, of the Council's Digital Strategy – identifying, exploring and evaluating opportunities and managing risk.
3. Effectively project manage multiple relevant complex initiatives ensuring they are delivered within available resources and timescales, and effective engagement and skills transfer is undertaken with stakeholders.
4. As the Council's lead officer, develop, implement and monitor robust systems and processes to provide exploration and evaluation of new Digital Technologies and opportunities. Seeking best practice and innovation that will enhance and improve the Council's Digital services.
5. Through the effective use of appropriate digital technologies, engage and lead change with Council services in redesigning process to deliver efficiencies, improve performance and deliver a positive customer experience.
6. Provide expert advice and guidance to the organisation on all aspects of digital technology.
7. Promote and embed customer focus ensuring services are designed, centred and delivered around customers' needs.
8. Build and maintain effective relationships with members, senior managers, partners and other stakeholders, providing effective support and advice.
9. To provide Committee Reports as required to update Members on progress of the Digital Strategy and implementation. Where appropriate, seek Member approval on key decisions.
10. To attend Council Committee to present relevant reports and provide advice and guidance as the Council expert.
11. Ensure robust service planning through meaningful engagement and in accordance with corporate protocols and requirements.
12. Develop and embed a performance culture that actively monitors and challenges performance through rigorous challenge and review to deliver continual improvement.

13. Ensure effective financial management of resources in accordance with financial protocols and requirements. Contribute to and support the delivery of organisational savings, initiatives and efficiency requirements.
14. Ensure that the Council performs its duties in accordance with relevant statutory obligations and the principles of good governance.
15. Provide effective leadership by inspiring individuals and teams, ensuring robust succession planning and building robust and measurable capacity throughout the organisation.
16. Be an ambassador for Council, promoting and enhancing the Council's reputation.
17. Respond to and implement changes in relevant legislation and regulations ensuring best outcomes for customers and the Council.
18. Ensure digital skills are embedded throughout the organisation, underpinned by both formal and internal training and development.
19. Promote and embed an organisational culture that embraces and maximises the use of technology – digital by design.
20. Undertake all the duties within the framework of Equal Opportunities.
21. Any other duties appropriate to the post: These other duties must be equivalent to or below the salary and status of the role and, where appropriate, under the Equality Act 2010, due consideration must be given to any employees with a "protected characteristic".
22. Ensure full compliance with Health and Safety legislation and that Health and Safety matters are being managed on a day to day basis by your competent managers. You will also ensure you demonstrate you're committed to Health and Safety by leading by example.
23. <<Standard GDPR insert to be added>>

## PERSON SPECIFICATION

Position Title:	Digital Business Development Manager	Date Prepared:	December 2018
Department:	Revenues and Benefits, and Customer Services	Grade:	SE1

AF= Application Form	I= Interview	T= Test
----------------------	--------------	---------

	Person Specification	Essential	Desirable	Assessed
1.	<b>EXPERIENCE &amp; KNOWLEDGE</b>			
1.1	Extensive experience in leading and managing a diverse range of digital and customer orientated services.	✓		AF/I
1.2	Experience of formulating and implementing strategy in a digital and customer focused setting.	✓		AF/I
1.3	Extensive experience of leading, developing, evaluating and delivering multiple complex projects.	✓		AF/I/T
1.4	Strong knowledge of the operating landscape of digital business and technology.	✓		AF/I/T
1.5	Experience of successfully identifying and implementing digital solutions to release efficiencies, improve delivery and enhance customer satisfaction.	✓		AF/I
1.6	Experience of leading and managing staff both directly and across matrix project teams.	✓		AF/I/T
1.7	Strong evidence of having used successful relationships with key stakeholders to underpin and improve effective service delivery.	✓		AF/I/T
1.8	Experience of having successfully led change programmes, including embedding an organisational wide digital culture.	✓		AF/I/T
1.9	Experience of interpreting information, with a flexible and creative problem solving approach. Making rational, realistic and sound decisions.	✓		AF/I/T

1.10	Experience of working in pursuit of collaborative/organisational goals.	✓		AF/I/T
1.11	Demonstrable experience of using personal innovation to realise demonstrable improvement in outcomes.	✓		AF/I/T
1.12	Experience of working in a political environment	✓		AF/I/T
<b>2.</b>	<b>COMPETENCIES</b>			
2.1	<b>LEADING AND DECIDING</b> Takes control and exercises leadership. Initiates action, gives direction and takes responsibility.	✓		AF/I/T
2.2	<b>SUPPORTING AND CO-OPERATING</b> Supports others and shows respect and positive regard for them in social situations. Puts people first, working effectively with individuals and teams, clients and staff. Behaves consistently with clear personal values that complement those of the organisation.	✓		AF/I/T
2.3	<b>INTERACTING AND PRESENTING</b> Communicates and networks effectively. Successfully persuades and influences others. Relates to others in a confident and relaxed manner.	✓		AF/I/T
2.4	<b>ANALYSING AND INTERPRETING</b> Shows evidence of clear analytical thinking. Gets to the heart of complex problems and issues. Applies own expertise effectively. Quickly learns new technology. Communicate well in writing.	✓		AF/I/T
2.5	<b>CREATING AND CONCEPTUALISING</b> Opens to new ideas and experiences. Seeks out learning opportunities. Handles situations and problems with innovation and creativity. Thinks broadly and strategically. Support and drives organisational change.	✓		AF/I/T
2.6	<b>ORGANISING AND EXECUTING</b> Plans ahead and works in a systematic and organised way. Follows directions and procedures. Focuses on customer satisfaction and delivers a quality service or product to the agreed standards.	✓		AF/I/T
2.7	<b>ADAPTING AND COPING</b> Adapts and responds well to change. Manages pressure effectively and copes well with setbacks.	✓		AF/I/T
2.8	<b>ENTERPRISING AND PERFORMING</b> Focuses on results and achieving personal work objectives. Works best when work is related closely to results and the impact of personal efforts is obvious. Shows an understanding of business, commerce and finance. Seeks opportunities for self-development and career advancement.	✓		AF/I/T

<b>3.</b>	<b>EDUCATION AND TRAINING</b>			
3.1	A relevant project management qualification	✓		AF/I/T
3.2	Evidence of further development – education/training.	✓		AF/I/T