

## Digital Transformation Manager: Job description

### Introduction

Clare Social Leadership identifies and develops exceptional leaders who will change the world around them. We provide high quality training, coaching and powerful networks to ensure that the UK has the social leadership it needs today. Over the last 8 years we have developed a reputation for excellence and our ~200 fellows serve some of the most disadvantaged communities and are a formidable force for social change in the UK.

The voluntary sector lags behind other sectors on both the digital and leadership fronts. To address this issue, Clare Social will undertake a digital transformation in 2018, enabling us to provide leadership solutions at scale, meeting the needs of individuals, organisations and the wider social sector.

### Job purpose

To maximise the impact of our programmes by harnessing the power of digital products to support personalised learning, enable peer to peer collaboration, build communities of interest and overcome barriers of time, cost and access for leadership training and development. This will include selecting a variety of existing off the shelf, customisable digital products and bringing them together into a coherent offering for social sector leadership development. There may also be the need to project manage some bespoke technical development. The role will be broad but will have an emphasis on products that support our digital service delivery.

### Main responsibilities

#### Digital Service Design and Delivery:

- Monitor the digital landscape, technology trends, online collaboration tools and the e-learning sector to help us improve products and services
- Work with the team to define a vision and brief for our digital services
- Lead on the selection of off the shelf digital products that can be used to support our services, including assessing their appropriateness for us in relation to user experience, cost, level of customisation, robustness, access to data, availability of an API for integration with other products
- Lead on the customisation of off the shelf digital products including gathering existing content that we already have and working with the programme delivery team and others to create new content where necessary
- Encourage and model a lean and agile approach to product and service design and development
- Lead on user involvement and testing activity to ensure new offerings provide real value to Clare Social's users
- Act as an expert link and channel requirements between various Clare Social team roles (programmes, operations, marketing, etc.)
- When a new product is incorporated into Clare Social's services, support the team to ensure that it is fully understood and incorporated into service delivery work streams and processes
- Lead on development, prototyping, wireframing and testing of ideas for new digital services in a user centric and insight driven way
- If necessary recruit, brief and manage developers and designers to deliver new products or integrate existing products
- Carry out user acceptance testing of any new digital products
- Collect and analyse data from the digital products used in Clare Social's services to gain data-driven insights that feed into ongoing iterations of our digital services

- Investigate ways of getting Clare Social's content out onto existing external platforms as a possible approach to reaching new customer bases

### **User Experience Design:**

- Deliver an excellent user experience and maximise impact across a portfolio of digital products and services
- Create and deliver on a vision for the products and services you are responsible for
- Build strong relationships with product and service stakeholders (internal and external)
- Conduct regular user testing and analysis of products and services to ensure they are meeting user need and that user stories and ideas for improvement are identified as part of an iterative optimisation process
- Ensure there is a roadmap of validated and prioritised improvements for the products and services
- Take responsibility for end-to-end digital projects in relation to product and service development
- Support the programme delivery team in encouraging user uptake of digital products and services

### **Provide Digital Expertise:**

- Build relationships and provide digital expertise to other teams members as well as occasionally to our Clare Social Fellows
- Act as a consultant and reviewer for cross-organisational projects as required
- Work in a collaborative, cross-discipline team framework
- Share knowledge and champion our digital service design approach
- Track and share knowledge about emerging technologies and trends that have potential for digital and service delivery

### **General:**

- Take direction on priorities from the line manager, which may vary from time to time
- Adhere to organisational policies including equal opportunities and code of conduct
- Keep professional knowledge and expertise up to date
- Love making things happen in a digital world

### **Person specification**

#### Qualifications and experience - **Essential**

- An enthusiasm for and experience of working with e-learning platforms and online collaboration tools, including building and managing online communities
- Engagement with adult learning and training provision, its design and evaluation
- Significant experience of effectively managing a number of digital products and services
- An understanding of the use of APIs to enable the integration of different digital technologies
- Significant digital project management experience, including recruiting and managing digital product development teams, especially in a lean/agile environment
- Experience of managing project budgets
- Demonstrable experience of engaging with users, turning user insight into real actions and solutions
- Experience of working effectively with external partners
- Experience of working alone and directing own work
- Project management and logistics organisation in the context of change
- Educated to a degree level or equivalent professional experience

### Qualifications and experience - **Desirable**

- Knowledge of leadership development and what makes it effective
- Experience of UX research techniques
- Experience of working in a digital team in the charity sector
- Experience of working with a membership organisation
- A commercial awareness to ensure new services are financially successful and sustainable

### Personal qualities

- Confidence and ability to manage complexity and deliver outcomes
- Ability to multi task, work at speed and be flexible while driving results
- Proactive with a willingness to lead and take ownership of your remit
- Passion for social justice and making a difference to underserved communities
- Effective communicator in writing and excellent interpersonal skills with a wide range of stakeholders
- Self-sufficient, well organised with focus on completion and delivery
- Energy, curiosity, attention to detail and sustained good humour
- Analytical thinker with ability to troubleshoot and resolve issues
- Passion and enthusiasm for digital and digital innovation

### Reporting relationships

The post-holder will report directly to the Chief Executive. They will also work closely with the Director of Programmes and Innovation. Periodic work will be required for the Board of Trustees.

### Salary

Depending on level of experience, the salary is £40,000-50,000 p.a. (pro-rata for part-time).

### Place and hours of work

The post is envisaged as full-time, 5 days per week however we are open to conversations about part-time or flexible working. The contract will run for 1 year from the date of appointment.

### Programme values

- courage – embrace risk and innovation with gritty determination and resilience
- passion – commit to outcomes with drive, zeal and collective action
- diversity – secure access and inclusion with celebration of diversity
- respect – seek social justice with openness, trust and sharing of learning and knowledge
- focus – demonstrate efficiency and effectiveness and be evident champions of change, delivery and positive impact

Registered charity number: 1136727