ROLE PROFILE

Title:	Head of Digital & Data		
Career Family:	Facilitating the Council	Date:	26/08/2024
Career Family Level:	13	Reference:	SBC_12228
Reports to:	Director, Digital, Data & Technology		

Purpose:

Lead the Digital and Data teams to;

- Deliver significant transformational capacity for the Council.
- Design process and identify technology which delivers great services and supports business efficiency.
- Horizon scan for emerging technology opportunities & conduct proof of concept projects.
- Run and improve the Council website and digital customer offering.
- Implement & maintain a new data architecture, governance and data toolset enabling the Council to exploit the opportunities of the data it holds & use this in decision making.
- Identify opportunities to maximise the capability of the applications and productivity tools used in the Council including automation, AI and workflow.

The role will provide digital and data leadership plus advice and contribution to a range of strategic outcomes for the council co-ordinating the links between the teams and wider into the organisation working with senior management, Councillors and external partners. This role will have significant freedom to bring new capabilities to the council and in shaping the strategic direction for their area of responsibility in Swindon Borough Council.

Accountabilities:

- Lead the delivery of digital and data transformational activity.

- Take a lead role in determining medium- to long-term service area priorities and budgets, scanning the horizon, maximising opportunities and ensuring integration with other areas of the Council.
- Act as expertise leader within a significant field, proactively providing advice and direction both internally and externally to the service area, and hold accountability for Council compliance with appropriate standards and regulations.
- Undertake service critical analysis (e.g. of management and financial information; of service delivery models), exercising significant professional judgement in assessing risk and providing advice to peers and more senior officers, which will have a medium- to long-term effect on the business.
- Take a leading role in negotiating with external agencies to influence wider policy agendas at the regional and/or national level, to create better outcomes for the Council and the community.
- Lead, develop and promote a culture of continual professional development of all staff at each level, contributing to the development of a strategic approach to staff development within the service area.
- Translate wider Group and Directorate objectives into clear Service and Business Plans for the area.
- Influence and interact at a senior level both internally and externally, representing and championing the range of services within the functional area, in order to develop new relationships, secure partnerships for collaborative working, and deliver shared objectives.
- Any other duties and/or accountabilities commensurate with the roles seniority to meet the needs of residents, through the application of relevant knowledge, skills and experience within the specialism of the role.

Supplementary Accountabilities

Managerial
- Plan and manage financial, human and other resources to ensure effective long-term service delivery. This includes developing a strategic approach to staff development and training.
- Manage the delivery of the Digital and Data strategies.

Professional
- Significantly contribute to digital and data aspects of the Transformation programme by assisting in the design, planning and delivery of relevant work.
- Contribute to the development of Council-wide policy and planning through the contribution of own specialist expertise to senior Council management and members. Lead on identifying opportunities for new technology or the application of existing technology, taking new technology to 'proof of concept' phase and establishing the business case.
- Maintain and awareness of opportunities in the digital and data sphere, bringing knowledge and discussion back into the Council from outside (NB the actual reporting will be delivered by a different team).
- Contribute to the overall effectiveness of the Digital, Data and Technology group.
- To share the council's development work through social media and open source platforms.

Context and Dimensions:	

Financial responsibilities:

This role has direct budget accountability. c£500,000 Revenue budget plus value of capital projects c£2-3m.

Management responsibilities:

This role has management/supervisory responsibilities for c20 staff and c7 direct reports.

Values and Behaviours:

We strive to underpin our culture through strong management and authentic leadership, this means getting the management basics right, and ensuring what we commit to individually and collectively, we own and demonstrate accountability aiming to get things right first time. Building on this we also expect everyone at SBC to demonstrative and live our organisational values and behaviours, this mean in our work we are:

Connected: We put Swindon and its people at the heart of everything we do.

We display a communication and behavior style that promotes a positive Council identity in connecting with residents, customers, colleagues and other stakeholders ensuring a partnership approach to delivering our vision. Always asking, "is what I am doing in the best interests of Swindon and its people,"?

Resilient: We are forward thinking and work smart.

We seek to identify where things can be improved, ensuring this learning is embedded, evaluated and built upon through a strong approach to continuous organisational development.

Brave: We respect and work together with our colleagues and customers to achieve success.

We act in an emotionally intelligent way, setting positive examples around accountability, risk and governance. This will be delivered through developing ourselves and our teams to achieve the highest possible levels of productivity and performance.

PERSON SPECIFICATION

Qualifications:	E or D	S / T or I

1. Professionally qualified and/or with a higher-level management qualification, such as an MBA (if required), plus deep expertise in their area, in addition to deep knowledge of policy issues in local government and developments/emerging trends in the broader public sector.	D	I
Knowledge and Experience:		
2. Experience of planning and organising work of medium/large team or unit, and contributing to the strategic context within which services will be shaped and delivered.	E	I
3. Significant experience of IT, Data and Digital Change and benefits realisation.	E	I
4. Experience of engaging in or facilitating co-creation of collaborative initiatives to deliver shared benefits across Facilitating the Council and other sectors.	E	I
5. Understanding of the tools and approaches to enable organisations to make best use of their data.	E	I
Aptitudes, Skills and Competencies:		
6. Ability to scan the long-term horizon and understand implications of broader national, regional and local government trends for the service.	E	I
7. Excellent commercial acumen and financial understanding.	E	I
8. Ability to conduct systematic reviews of the application of risk management policies, procedures, and systems across a unit/department/function and of making evidence-based recommendations on appropriate improvements or amendments.	E	I
9. Strong organisational and political awareness, drawing on experience of working with elected members and interest groups to build consensus and shape services.	E	I
10. Ability to influence and change behaviour, inspiring others to work toward a vision, through effective relationship building across the Directorate and wider organisation, and with external partners. Performance Indicators.	E	I

Special Conditions of Recruitment:		5
NA		
Swindon Borough Council – Our Leadership Competencies • **Corporate Leadership –** Act as an Ambassador for the Council's vision, priorities, pledges and values collectively with colleagues from within the Corporate Leadership Team. • **Managing Self –** Manage your time, priorities and resources to achieve goals and meet personal learning and development needs. • **Leading People –** Leading, engaging, developing and motivating employees to perform their best. • **Leading Change –** Helping others to approach changes at work in a way that seeks to ensure their commitment and enthusiasm is focused on achieving the Council's objectives. • **Managing Information –** Works in an informed and evidenced based way by making good decisions based on relevant information and data. • **Maximising Partnerships –** Building effective working relationships and ensuring partnerships are focused on outcomes. • **Managing Resources –** Achieving objectives through the effective planning and allocation of resources. • **Managing Activities –** Managing the activities of the team to achieve business priorities within agreed time scales and budgets. • **Managing Risk –** Actively seeking to identify, escalate and mitigate risks and threats to business continuity and the achievement of the Council's objectives.		

Version History:	**Person**
1. Version 1.1 created on 4/10/24. 2. Version 3 final on 28/10/2024.	Mike Ibbitson Mike Ibbitson