**CCDG Job Specification**

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| **Job Title:** | **Head of Digital and Communications** |
| **Created:** | **April 2021**  |
| **Reports To:** | **Director of Resources and Transformation** |
| **Division:** |  **Infrastructure Services** |
| **Overall Purpose of Role:** | To lead and drive forward the Company’s digital and communications capabilities and capacity, equipping all colleagues to deliver customer services through a variety of media by responding to the need for rapid adoption of digital technologies supported by high quality information and content. * Putting users first when designing services,
* Developing ‘digital by default’ services
* Building in-house agile digital and communications capability to support continuous development.
* Designing appropriate services and propositions, researching and recommending solutions and effecting the organisational change needed to sustain effective and efficient customer delivery strategies without compromising existing service excellence.

To lead, manage and develop the Company’s Marketing and Public Relations function to support and promote customer services, monitoring, correcting and improving the Company’s public relations profile.  |
| **Education/Qualifications/Specific Training - essential** | Honours Degree or equivalent professional experience in a related field.Significant management experience in a marketing and communications role.Membership of a relevant professional body such as the Chartered Institute of Marketing or CIPR or willing to become a member. Capability in one or more of the following areas:* Digital transformation and delivery
* Communications strategy and leadership
* Customer experience and journey design

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| **Education/Qualifications/Specific Training - desirable** | * Track record in identifying and building on business opportunities.
* Project management training.
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| **Knowledge/Skills/Experience****(\*=essential)** | \*An effective leader, with the skills to motivate and empower a multi-disciplinary team to achieve and maintain a high-performance culture.\*Demonstrable experience of managing communications at a strategic/managerial level including media, internal communications, external affairs, marketing, brand identity and social media. \*Demonstrable track record in creating, implementing, evaluating and refreshing marketing campaigns, materials, branding.\*A passion for and a demonstrable understanding of the digital, social media and technology arenas and how to use them to deliver a better customer/user experience.\*Practical subject matter knowledge about customer experience, contact channel management and analytics in driving outcomes for clients and the business. \*Demonstrable experience of digital transformation in a similar function/organisation. \*Credibility and confidence in holding senior management team conversations on the digital and communications agenda with customers and stakeholders. \*Demonstrable understanding of customer information and content needs, of where credible content can be sourced and effective presentation methods. \*Strong corporate ethos, able to work constructively to support whole company interests.\*The ability to contribute effectively and assertively as a member of a Senior Management Team.\*Able to demonstrate an effective approach to managing people, demonstrating an appropriate balance between empowerment, support and assertiveness, sharing knowledge and supporting the development of team members.\*Demonstrable ability to communicate with, and gain the confidence of, stakeholders from several different sectors\*Experience at a senior management level in relevant sectors and a broad understanding of the Careers Sector\*Demonstrable ability to apply analytical thinking to existing and new systems to maximise efficiency and empower end users.  \*An ability to identify business opportunities and to write/contribute to compelling bids to secure the business. \*The ability to contribute to the development, planning and implementation of the organisation’s strategy and policies considering impact on all aspects of the business.\*The ability to assimilate and analyse information quickly and accurately and to think strategically, formulate decisions and make recommendations.\*Knowledgeable about commercial matters, focusing on costs, budgeting, markets and new business opportunities An understanding of policy and strategic issues in the careers service, education or employment sectors\*Proven ability to build and sustain collaborative relationships with partners, stakeholders and partnerships \*Knowledge and understanding of public affairs including the political and social landscape of Wales at a local and national level\*A track record of delivering service improvements in a senior role within a relevant organisation Demonstrable understanding of the issues and concepts of working within a bilingual society and a commitment to its development \*Demonstrable understanding of accessibility requirements and equalities legislation and the importance of a strong equality strategy that translates into work with employees and clients.  |
| **Behavioural Traits** | **Aptitudes and personal qualities:** * Customer and output focused.
* Collaborative and quickly able to establish credibility.
* Innovative displaying creative and tactical thinking.
* Inclusive and impartial approach to decision-making.
* Influencing (negotiation, persuasion, motivation), flexibility.
* Analytical thinking and business planning.
* Capacity to learn and develop with a desire to obtain 360 degree feedback.
* Confident and assured in difficult circumstances with resilience and stamina to sustain performance.
* Self-awareness and empathy as a manager.

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| **Key Inputs:** | **Key Outcomes:** |
| 1. Provide strong leadership and motivation by providing clear communication, vision and strategy to the team.
 | * 1. Direct reports understand the mission, goals, vision, and behaviours of the Company, their role in these and actively implement the digital transformation strategy to accomplish them.
	2. Research-based insights and recommendations regarding technological developments, content requirements and applications for relevant digital technologies are developed into customer delivery activity.
	3. Team members are encouraged, facilitated and supported in fostering and maintaining relationships with stakeholders and colleagues, delivering events and jointly exploring opportunities for collaborative working to give the customer the best possible experience.
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| 1. Translate the Strategic Plan into a clear work plan, addressing the need for continuous development, improvement and sustainability.
 | * 1. A digital strategy is developed to support delivery of company goals including a roadmap detailing a continuous programme of digital projects including budgets, deliverables and deadlines.
	2. An annual communications strategy is implemented providing a clear programme of communications priorities across the company.
	3. Opportunities to make digitally based improvements are identified, using ideas and good practice from other organisations and sectors to assess the progress of the Company and progress the digital strategy.
	4. Strong and inclusive relationships are built and maintained with stakeholders who may wish to contribute to or be impacted by the transformation programme and with the suppliers of chosen products to maximise use of their capabilities.
	5. Customer barriers are addressed to maximise participation and that digital services are accessible and inclusive. Delivery barriers are addressed by engaging employees and helping teams and individuals to understand the risks and dysfunctions of misinterpreting, ignoring or rejecting digital transformation.
	6. A programme of work is devised with the Director of Resources and Transformation showing clear outcomes, budgets and timescales that can be tracked to the Company’s mission, goals and vision and all team members can articulate their role in delivering this work plan. The programme of work is clearly reflected in the Company’s annual operating plan.
	7. Provide strategic counsel, clear communications and reputation management advice to the Senior Management Team and other managers throughout the Company.
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| 1. To market the organisation and its services to clients, stakeholders and partner organisations, working with selected agencies to create, analyse and act on public relations information.
 | * 1. Opportunities for marketing the Company and its services and events are developed in collaboration with agencies and colleagues, utilising insights from stakeholders and market intelligence.
	2. Innovative, compelling and high impact marketing campaigns, materials and branding are implemented, reviewed, analysed for positive and sustained business and relationship improvement.
	3. Productive and cordial relationships are forged and maintained with stakeholders evidenced by effective positive feedback.
	4. Opportunities to create good public relations stories via events, stakeholder liaison or publicity or by the monitoring of media stories are sought and acted upon, including the correction of inaccuracies.
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| 1. Collaborate across the Company to develop effective customer relationships
 | * 1. Appropriate channels are developed to suit the recipient, for example email, webchat, social media, SMS, IVR etc.
	2. Customer relationship management, customer satisfaction, customer insight, and web analytics techniques are used to evaluate, make recommendations and recalibrate services.
	3. Social, listening, sentiment and intervention processes are considered in driving good business outcomes.
	4. Performance measures are set and monitored with corrective actions put in place quickly where any issues are identified that inhibit the provision of excellent service.
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| 1. The team’s financial, physical and human resources are managed efficiently and effectively in accordance with the Company’s good governance principles.
 | * 1. Motivational, active learning and development, coaching and mentoring opportunities are made available to employees so that they develop within their roles and responsibilities and realise their full potential.
	2. Individual and team performance and wellbeing is actively monitored, and corrective actions implemented in a timely manner.
	3. Financial, technological, physical and human resources are effectively deployed to meet required outcomes. Projects, budgets, procurement, value for money and HR metrics are delivered at a high level and are consistent with all Company performance and governance.
	4. Quality framework systems are developed, interpreted and applied consistently. Risks are identified and interested parties alerted. Risk mitigation plans are proposed and implemented.
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| **Health and Safety Statement** | Every employee has a responsibility under the Health and Safety at Work Act to:* Comply with the Health and Safety Policy, the Health and Safety Management Plan and all company safe work practices.
* Ensure the safety of themselves and others in the workplace.
* Immediately report any unsafe condition, dangerous occurrence or injury to their line manager
* Ensure they are able to competently and safely perform any work they undertake.
* Co-operate with the Company on all matters of health and safety.
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| **Safeguarding Statement** | The Company is committed to safeguarding principles and expects all its employees to show this commitment. |