

Job Description

Service Area:	Customer Services, Revenues and Benefits
Job title:	Digital Services Manager
Grade:	I
Hours of work:	37
Responsible to:	Head of Customer Services, Revenues & Benefits
Responsible for	
Direct reports:	5-6
Indirect reports:	None
Budget:	£100-£300k

Purpose of Post:

The Digital Services Manager is responsible for leading and assuring the Council's digital services, products and delivery approach across the organisation. The role ensures digital activity is strategically aligned, user-centred, accessible, secure, compliant and value for money, and that it supports corporate priorities, statutory responsibilities and sustainable service improvement.

The role provides leadership for digital enablement and service redesign across the Council, shaping strategic direction, advising senior leaders and members, and ensuring robust governance, assurance and prioritisation of digital activity in support of the Corporate Plan, organisational transformation, Local Government Reorganisation (LGR) and longer-term service sustainability.

As a service manager you will be part of the emergency rota for the council.

Key Deliverables:

Digital Delivery

- Lead and oversee complex digital and transformation initiatives, ensuring delivery is aligned to corporate priorities, approved governance arrangements and agreed outcomes.
- Direct the end-to-end planning, delivery and continuous improvement of digital products and services including web and telephony, delivering digital enabling projects and ensuring priorities, resources, dependencies and outcomes are effectively managed across the full lifecycle.
- Work with service managers to agree prioritisation of digital activity, ensuring that urgent operational service needs are appropriately balanced with strategic digital objectives
- Set and maintain standards for user-centred, evidence-led and accessible digital services, ensuring compliance with relevant requirements and the consistent application of good practice.

Service Transformation & Change

- Work closely with service managers on service redesign and customer journey improvement, ensuring digital approaches deliver measurable benefits, improved outcomes and service efficiencies
- Champion digital across the organisation, building capability, influencing service strategy and ensuring digital approaches are embedded consistently across service planning and delivery.
- Provide corporate digital leadership to major programmes such as Customer Experience, LGR and service transformation, ensuring interdependencies, risks, benefits and delivery impacts are understood and managed.

Product, Content and UX Management

- Provide strategic oversight of the Council's digital platforms and channels, ensuring they are effectively governed, maintained, developed and aligned to organisational priorities and customer needs.
- Use insight, analytics and user research to inform priorities, evidence impact and drive continuous improvement in customer experience, platform performance and digital service outcomes.
- Ensure responsive and effective support for business-critical and customer facing systems, with a clear focus on minimising service disruption and maintaining operational continuity.

Governance, Risk & Assurance

- Ensure digital activity operates within corporate governance, data protection, cyber security, procurement and financial control frameworks, and provide assurance that digital delivery meets required standards and obligations.

- Identify, manage and escalate strategic and operational risks associated with digital delivery, service change and transformation activity, ensuring timely resolution and appropriate reporting.
- Provide corporate assurance on digital readiness, dependencies, performance and impacts across services, informing decision-making, prioritisation and resource allocation.

Leadership & Management

- Lead, manage and develop the Digital Services Team, including the Web Content Team, Customer Services Systems Manager and assigned project managers, setting direction, priorities, allocating resources, managing performance and building capability to deliver corporate and service objectives.
- Foster a matrix working approach, ensuring specialists remain closely aligned with services for day-to-day delivery whilst also contributing to corporate digital priorities
- Adopt a pragmatic and hands-on approach where required, including direct involvement in troubleshooting and resolving issues impacting critical customer-facing services.
- Manage third-party suppliers & contracts to ensure effective delivery, compliance, performance and value for money.
- Safeguard the effectiveness of embedded technical and systems support within the team, ensuring line management arrangements do not reduce responsiveness or service performance
- Lead team planning and capability development for digital skills, ensuring the team has the capacity and expertise required to deliver current priorities and future organisational needs.

Stakeholder Management

- Act as a senior lead on digital service design, digital delivery and digital enablement, providing authoritative advice and challenge to senior officers, councillors and programme leads.
- Maintain a close and effective working relationship with Customer Services, ensuring digital support and business system management arrangements continue to meet the needs of high-volume customer-facing operations
- Provide leadership across Customer Services, 3C ICT, Transformation and service areas to ensure joined-up delivery, effective governance and alignment between digital priorities and wider organisational objectives, and ensuring that digital solutions are informed by a deep understanding of day-to-day service delivery, user needs and customer impact



	Essential (E) or Desirable (D)	Method of assessment
Knowledge and Qualifications		
The minimum knowledge required to undertake this role and any qualifications or training essential for the role	E / D	Application / Interview / Assessment task Application form Interview Assessment task
Degree-level qualification or equivalent demonstrable experience in digital, technology, service design, transformation or a related discipline.	Essential	Application
Relevant professional qualification or training in programme delivery, project management, digital leadership, service design or change management.	Desirable	Application
Experience		
Experience the person would need to do the job Strong knowledge of user-centred design, accessibility standards, digital	Essential	



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<p>service delivery and continuous improvement.</p> <p>Strong understanding of digital governance, data protection, cyber security, procurement and assurance requirements in a public-sector context.</p> <p>Sound understanding of corporate planning, performance, risk and decision-making processes within a complex organisation.</p>	<p>Essential</p>	
<p>Significant experience leading digital services, transformation and service redesign within a complex organisation.</p> <p>Experience of operating at a management level with accountability for programmes, delivery, governance, risk and assurance.</p> <p>Experience of managing multi-disciplinary teams, external suppliers and associated budgets to deliver agreed outcomes and value for money.</p> <p>Track record of influencing senior stakeholders and shaping decisions on priorities, investment, service design or organisational change.</p>	<p>Essential</p>	



<p>Significant experience delivering digital services and transformation within a complex organisation</p> <p>Experience of managing multi-disciplinary teams and/or external suppliers.</p> <p>Track record of redesigning services or processes using digital approaches.</p> <p>Experience of working with senior stakeholders and influencing decision-making.</p>	<p>Essential</p>	
<p>Experience working within local government or a comparable public-sector environment.</p> <p>Experience supporting large-scale corporate change, transformation programmes or reorganisation activity.</p>	<p>Desirable</p>	
<p>Skills and Abilities</p>		
<p>Specific skills the applicant would need to do the job</p>	<p>E / D</p>	<p>Application / Interview / Assessment task</p> <p>Application form</p> <p>Interview</p> <p>Assessment task</p>




<p>Ability to translate corporate priorities and strategic objectives into clear, deliverable digital plans and outcomes.</p> <p>Strong communication, engagement and influencing skills, with the ability to advise, challenge and build confidence with senior stakeholders and members.</p> <p>Strong analytical and problem-solving skills, with the ability to use insight, evidence and performance information to inform decisions and improve services.</p> <p>Ability to manage competing priorities, dependencies, risks and resources in a fast-changing environment.</p> <p>Strong leadership skills, including the ability to set direction, hold accountability, develop capability and drive high performance.</p>	<p>Essential</p>	
<p>Experience of benefits realisation, performance measurement and the use of insight to evidence impact.</p> <p>Experience with digital platforms and channels relevant to council service delivery, such as web, e-forms, portals, telephony and customer platforms.</p>	<p>Desirable</p>	



<p>Decision Making and Impact on Others</p> <p>What impact the decisions made by the post holder would have on others across the Council</p>	<p>Example: The role makes and influences decisions that affect corporate priorities, service design, governance compliance, resource allocation and the pace and quality of digital change across the Council.</p> <ul style="list-style-type: none"> • Prioritisation of digital work, investment and resources within agreed corporate and programme governance frameworks • Operational and strategic decisions relating to digital delivery, service redesign, risk management, supplier performance and the deployment of team capacity • Recommendations and advice to senior leadership and members on digital strategy, service design, assurance, investment choices and transformation implications
<p>Communication with Internal and External Customers</p> <p>What customers the applicant would be in contact with in the job</p>	<p>Example: Predominantly internal, with regular high-level engagement across the Council and with senior stakeholders where the role provides advice, challenge, assurance and leadership on digital priorities.</p> <p>Where is the focus of this role in their team, other teams or across the council</p> <p>Internal – 80%</p> <ul style="list-style-type: none"> • Customer Services, 3clCT, Transformation and Communications • Service leads across the organisation • Corporate Leadership and Senior Managers <p>External – 20%</p> <ul style="list-style-type: none"> • Digital suppliers and partners • Other councils, LGA, regional digital networks



<p>Personal Attributes and Other Requirements</p> <p>In this section please list any other qualities you are looking for from the applicant</p> <p>(E) Essential (D) Desirable</p>	<p>Example: Willing to travel and occasionally work unsocial hours</p> <p>Commitment to public service, equality, diversity and inclusion.</p> <p>A collaborative, resilient and outcome-focused approach, with the confidence to lead through ambiguity and change.</p> <p>Personal credibility and professional judgement to provide constructive challenge and balanced advice at senior levels.</p> <p>Commitment to high standards of accountability, governance and continuous improvement.</p> <p>Ability to work positively and effectively with colleagues, partners and stakeholders across organisational boundaries.</p>
<p>HDC values</p> 	<p>The values outlined below reflect our collective positive attitude and how all staff are expected to work together as one team.</p> <p>Inspiring: We have genuine pride and passion for public service; doing the best we can for customers.</p> <p>Collaborative: We achieve much more by working together, and this allows us to provide the best service for customers.</p> <p>Accountable: We take personal responsibility for our work and our decisions, and we deliver on our commitments to customers.</p> <p>Respectful: We respect people’s differences and are considerate to their needs.</p> <p>Enterprising: We use drive and energy to challenge the norm and adapt to changing circumstances. We are always ready for challenges and opportunities, and we embrace them.</p>



Safeguarding and promoting the welfare of children and young people/vulnerable adults

Huntingdonshire District Council is committed to safeguarding and promoting the welfare of children and vulnerable adults and expects all staff and volunteers to share this commitment.