Job Description

Job title: Digital Manager

Grade: PO5

Function: Campaigns and Communications

Reporting to: Head of Digital and Design

Job holder:

Job ref:

Responsible for: 2 digital officers and three interim content designers

Main purpose

The post holder's key responsibility is the management of the council's website, subsites, myLambeth customer account websites and forms solutions.

They are the design authority for all things relating to the council's websites, apps, and other online tools. They are responsible for the development and delivery of the council's design system for reference. They use this in the delivery of websites, apps, and any other online tools and integrations. They advise service owners throughout the council to help them deliver solutions that are inclusive and accessible. They work with suppliers to help them deliver solutions that are in line with the design system. They work with them so that their solutions can use our tools to measure and gather anonymous usage insights.

They will contribute to the digital strategy for the council and to the website governance policy and website content policy.

They ensure that all work is prioritised, quality assured and delivered on time working as part of the web team.

They will support the development of the council's ability to use online communications to support the development and delivery of the key priority campaigns and projects.

Principle accountabilities

1. To carry out the day to day management of the council's website ensuring that it meets the needs of customers and the organisation.

2. To work with the Head of Digital and Design, Customer Services team, and ICT Services, to decide strategic direction for the delivery of digital services.

3. Plan and monitor the digital team's workload, preparing and organising their work programme, organising priorities, allocating work to staff and ensuring liaison with clients both internal and external to the council.

4. To work closely with members, residents, online communities, businesses, and other stakeholders to codesign and co-deliver digital platforms that meet their needs.

5. Enable the implementation of the priority campaigns and projects as identified in the Communications forward plan, developing methods of data collection and analysis that can support the delivery of campaign o1ut comes.

6. Ensure that all digital content and development meets the council's on-line standards and guidelines, implementing quality control systems and processes where required. Work with external suppliers, Lambeth IT services and council teams to support them in ensuring their work also follows these standards.

7. Manage all contracts associated with the delivery and support of the council's website.

8. Contribute to business cases for digital customer platforms, forms, and back-office integration solutions.

9. Recruit and source external developers, procure suppliers and partners as needed to work with the digital team to deliver the council's website and associated microsites.

10. Support the development and understanding of digital platforms across the organisation and ensuring that the relevant technical requirements are in place to maintain and manage those digital platform's, working with Lambeth IT services and external suppliers where required.

11. Supervise two Digital Officers and ensuring that they are motivated and have a clear work programme and priorities. Supervise contract staff as and when needed to deliver site features from the backlog of work.

12. To provide support, training, and guidance for staff in the creation, design and updating and maintenance of their content.

13. Manage the selection and procurement of site analysis service such as Sitmorse or Siteimprove. Use these to monitor council sites for functional issues such as accessibility compliance, broken links, content readability.

14. Gather feedback from customer to understand whether the site is meeting their need

15. To identify weaknesses in the delivery of content and other functionality and keep up to date with key developments in new technology, and to develop and devise solutions and make recommendations for implementation and improving the development of our digital platforms on an ongoing basis.

16. To develop relationships, influence, and work with other local authorities and external organisations to ensure the development of best practice for digital technology and to help improve Lambeth's service delivery.

17. To undertake learning and development required to carry out the responsibilities of the post.

18. To work within the context of legislative and council frameworks and standards and be accountable for own conduct.

19. To carry out the responsibilities of the post with due regard to the Council's Equal Opportunities, Customer Care and Health & Safety Policies and the Investors in People Standard. Such other duties as may be reasonably required, commensurate with the nature and grade of the post.

20. To be a member of the ICT Technical Design Authority. Review High Level Solution Designs (HLSD) from a website governance perspective including meeting legal accessibility requirements. Approve or comment before on new solutions can go ahead. They are the design authority and review to ensure technical standards are required.

21. To take responsibility, appropriate to the post for tackling racism and promoting good race, ethnic and community relations.

22. To deputise for the Head of Digital and Design where required.

Person specification –

Digital Manager (PO5)

		Shortlist criteria
It is essential that in your written supporting statement you give evidence or examples of your proven experience in each of the short-listing criteria marked Application (A) You should expect that all areas listed below will be assessed as part of the interview and assessment process should you be shortlisted. If you are applying under the Disability Confident scheme, you will need to give evidence or examples of your proven experience in the areas marked with "Ticks" (✓) on the person specification when you complete the application form.		
Key knowledge	**K1:** Good working knowledge and understanding current digital platforms, including web technology, social media, information, and document management systems	A✓
	K2: Understanding of HTML, CSS and metadata and SEO	
	K3: Understanding of usability and accessibility principles and WCAG2.1 AA	A✓
	K4: Understanding of the role of digital in the wider communications mix and the monitoring of digital to deliver outcomes and results	
	K5: An understanding and appreciation of good content design principles	
	K6: Knowledge of the Government Digital Service design system.	A✓
Relevant experience	**E1:** Experience of managing a team	A✓
	E2: Substantial amount of experience managing websites and providing digital services in a complex, customer focused environment	A✓
	E3: Experience of project managing detailed digital delivery projects, including as part of larger projects	A✓

	E4: Experience of using a range of web design, document management, CMS, site monitoring and social media management software	A✓
	E5: Experience of working in and agile team	A✓
	E6: Operating to tight deadlines in highly pressurised environments	
Core Behaviours	**Focuses on People** Is about considering the people who our work affects, internally and externally. It's about treating people fairly and improving the lives of those we impact. It's about ensuring we have the right processes in place.	
	Takes Ownership Is about being proactive and owning our personal objectives. It's about seizing opportunities, driving excellence, engaging with the council's objectives, and furthering our professional development.	
	Works Collaboratively Is about helping each other, developing relationships, and understanding other people's roles. It's about working together with colleagues, partners, and customers to earn their respect, and get the best results.	
	Communicates Effectively Is about how we talk, write and engage with others. It's about using simple, clear, and open language to establish positive relationships with others. It's also about how you listen and make yourself open to conversation.	

| | **Focuses on Results**

Is about ambition and achievement. It's about orienting ourselves towards the end product and considering the effect of our service. It's about making the right impact, having the right result and changing things for the better | |