



<b>JOB TITLE:</b>	Digital Lead Officer		
<b>GRADE:</b>	G10	<b>SERVICE AREA:</b>	DaTS
<b>JOB CODE:</b>	ASC145DIGIG10		
<b>REPORTS TO:</b>	DaTS Programme Manager-Projects	<b>LOCATION:</b>	Hybrid working - based at Walsall Civic Centre
<b>SPECIAL CONDITIONS:</b>	18 month fixed term contract 37 hours per week with possible evening and occasional weekend work		

*At Walsall Council, we believe that people are at the heart of everything we do. In our work, the way we listen and respond to our customers and colleagues will determine the way we grow and bring Council's vision to life. To succeed, we must push the boundaries of customer service and added value - outstanding is the new standard and the new routine. Using evidence-based insight into solving problems, managers will create an environment that provides opportunities for all individuals and communities to fulfil their potential. As leaders of people, managers will:*

- *Work collaboratively to develop strong working relationships and provide a bridge between the council and the communities it serves;*
- *Embrace change and strive for improvement continuously;*
- *Provide value for money to ensure services are delivered in a timely fashion, combining sustainability with quality;*
- *Challenge the status quo, enable and empower, act with integrity.*
- *Together, they will deliver services that the people of Walsall will be proud of.*

### **1. Corporate duties and accountabilities:**

- The post holder will comply with and promote the Council's Health, Wellbeing and Safety at Work policies and ensure these are implemented effectively within their areas of responsibility.
- A priority for the Council is the protection of vulnerable people, ensuring they are able to live as independently as possible. The post-holder will promote and engage with Council's responsibility to safeguard the welfare of children, young people and adults, and protect their right to be safe from harm.
- Through personal commitment and clear action, the post-holder will promote the Council's employment policies, with particular reference to diversity, equality of access and treatment in employment, service delivery and community involvement. To support/develop a working culture within these services that reflects the corporate vision.
- Ensure that the services provided aligned to the Council strategy, vision, aims, objectives, priorities and continuous improvement programme and play their part in achieving these. This includes compliance with Standing Orders, Financial Regulations, Code of Conduct and the Councils Policies and Procedures.
- This job description sets out a summary of the duties and accountabilities of the role. It is not intended to be exhaustive.

## **2. Main purpose of the job role:**

- To lead and take responsibility for the development and delivery within Adult Social Care of activity around the adoption of Digital and Technology enabled care aligned with the Adult Social Care /Commissioning strategies and corporate Digital Strategy
- To be responsible for leveraging technology to enhance service delivery, improve efficiency, and facilitate better outcomes for individuals receiving adult social care services and clearly communicate what Walsall's Digital offer is so that social care practitioners know what digital technology is available.
- This post requires an understanding of the digital technology that is available, how it can be used by Adult Social Care providers to improve outcomes and efficiency and the ability to inform staff of these opportunities and how they can be practically incorporated within every part of the commissioning cycle.

## **3. Role specific duties and accountabilities:**

### ***Horizon Scanning***

- Lead the development and delivery of a Digital projects aligned with the Adult Social Care /commissioning strategies and corporate digital strategy.
- Improve our digital offer and processes; and effectively communicate this across Access and Care Management so that social care practitioners know what digital technology is available.
- Manage and chair Groups as appropriate to ensure the development and delivery of the Digital offer and associated plans including stand-alone projects and initiatives; developing and utilising robust processes to track progress and report progress to the appropriate governance groups.
- Maintain a current knowledge, understanding and practical application of Digital applications/Technology Enabled Care (TEC) within the digital market and how they can be used in Adult Social Care to support meet the requirements of Care Act 2014 and the priorities in Walsall's Commissioning Strategy around prevention, promoting independence, delivering quality services and achieving overall wellbeing.
- The post requires analytical, judgemental, creative, and developmental skills to analyse and interpret complex information or situations and to solve difficult problems or develop solutions or plans over the short -to medium term.

### ***Leading People***

This post involves:

- Lead project teams and have responsibility for matrix management of staff at multiple levels across the Council as required by project areas.
- Identify opportunities for digital innovation and enhancement within Adult Social Care and Adult Social Care commissioned services which are effectively communicated with commissioners and embedded into services to enhance service delivery, improve efficiency, and facilitate better outcomes for individuals receiving support from adult social care.
- Develop the ASC digital plans and Lead the drive for digital innovation and modernising the commissioning cycle so that digital opportunities are incorporated in all parts of the commissioning cycle and commissioning staff are informed and upskilled on the application of digital technologies, which will assist in the management of budgets in excess of £20

million per year to improve efficiency, and facilitate better outcomes for individuals receiving support from adult social care.

- Exercising highly developed advisory, counselling, negotiating or persuasive skills, or advocacy, in order to convince others to adopt courses of action they might not otherwise wish to take.
- Exchanging orally and in writing complex and contentious information with a range of audiences, including non-specialists, or to identify and respond to the demanding needs of clients.
- Preparation of reports to the Council and NHS governance boards, and other agencies as required highlighting areas of concern.
- Represent the Commissioning Manager on specific service group matters and in a broader commissioning role.

### ***Managing Resources***

- Work directly with operational teams to advise and assist with the deployment of TEC
- Assist in the management of more than £20 million per year of delegated budgets from Walsall Council.
- Identify and make use of appropriate funding opportunities that can support the delivery of Technology Enabled Care (TEC) projects.
- Responsible for the effective and efficient use of all financial resources related to digital applications within Adult Social Care in line with corporate financial regulations.
- Utilise a broad range of contracting and procurement methodology to secure service provision against a clear specification in order to ensure cost effectiveness and high-quality services with good outcomes for people using services.
- Delivers training to ensure there are processes in place for spreading and sharing learning outcomes.
- Work with Corporate Digital teams to align priorities, resources and work programme

### ***Managing Performance***

- To engage closely with stakeholders including Adult Social Care providers, government agencies, the Black Country Integrated Care Board (ICB), services users, advocacy groups to determine which digital applications/TEC are piloted /implemented and to gather feedback and insights to shape the future services.
- Lead digital transformation projects from inception to implementation and into business as usual and manage existing commissioned digital services for example Just Checking, Brain in Hand to understand what outcomes are achieved and KPIs being met; so that performance can be reported through the appropriate governance structure to determine the continuity of these contacts.
- Ensure smooth adoption of modern technologies and processes, whether this is in operations or in the adult social care market.
- Deliver against organisational objectives, achieving quality outcomes, prioritising own workload, and working to tight deadlines.
- Support the senior manager on the targeting of monitoring, implementing, evaluating and delivery of plans by providing sophisticated, high-quality information and analysis.

- Continually strive for delivering project/function outcomes, value for money and greater efficiency within the organisations budget.
- Actively supports and contributes to the development of key performance indicators for the successful assessment of performance.
- Test and review new concepts, models, methods, practices, products, and equipment.

### ***Managing Self***

#### ***Mental Demands***

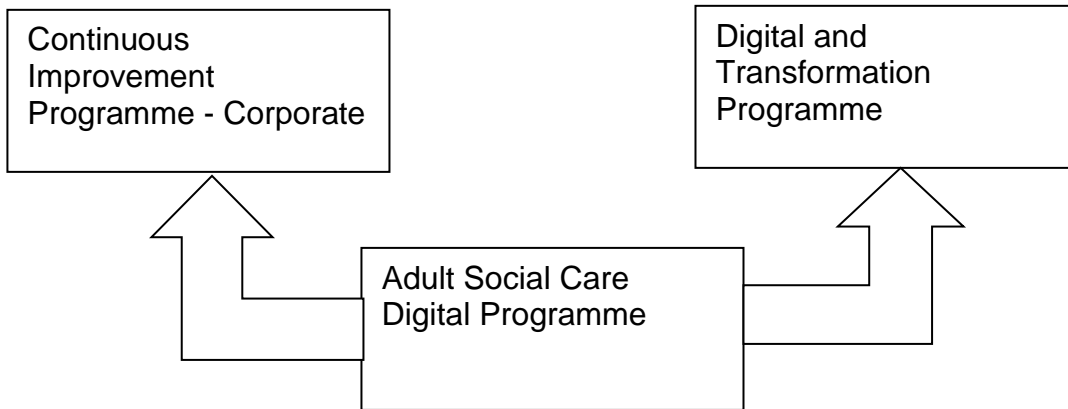
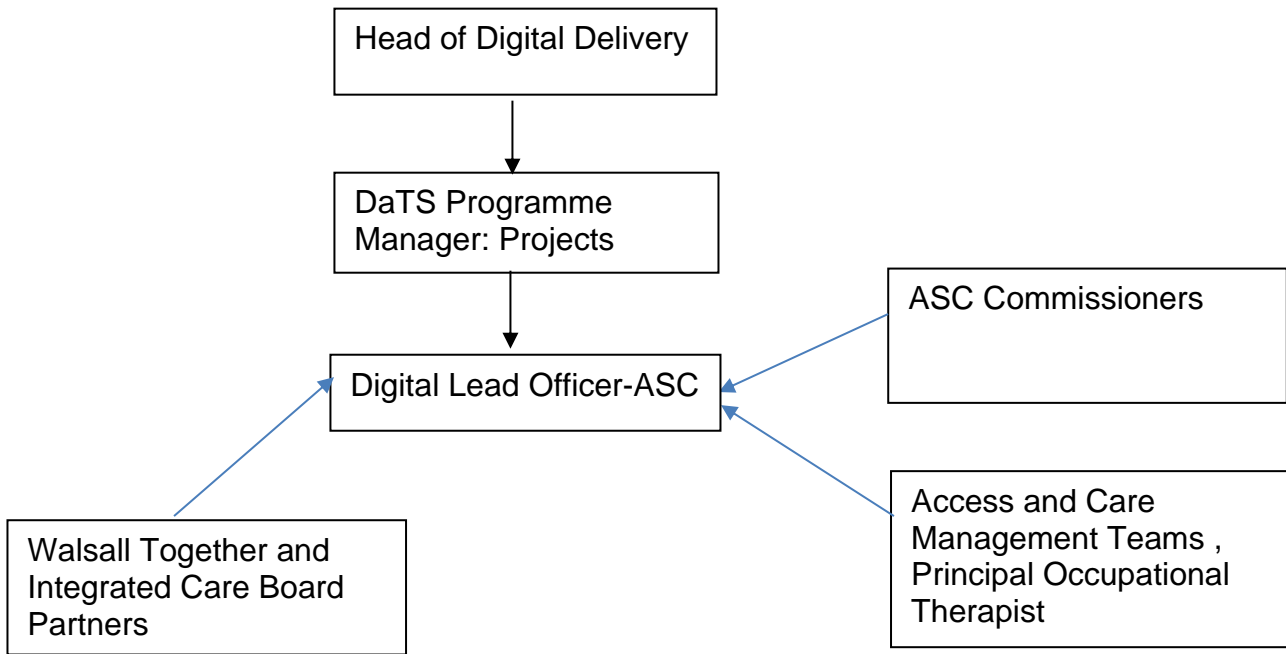
- The post involves working within recognised procedures, within which the postholder is required to organise their own workload.
- The work involves making decisions as to when and how duties are to be carried out and responding independently to unanticipated problems and situations.
- The postholder generally has access to a supervisor/ manager for advice and guidance on serious problems.
- Autonomy to work within broad Council/NHS practice.
- Interpret national policies and ensure services are commissioned locally to reflect such policies.

#### ***Emotional Demands***

- The post is required to deal with people or circumstances which through no fault of their own can/would be emotionally distressing e.g., case notes, intense (abuse, suicide, self-harm) or significant (elderly, frail, disabilities) emotional demands.
- Physical and verbal abuse may be encountered on the job.
- The postholder must at all times adhere to impeccable standards of professional character and behaviour.

## **4. Key Stakeholders and reporting lines**

- Reports to the Digital and Technology Services (DaTS) Programme Manager: Projects
- Indirect management and direction from the Head of Service for Assurance, Reforms and Continuous Improvement
- Stakeholders: Commissioners; Assessment & Care Management Social Care Practitioners; Providers, Integrate Care Board (ICB), Carers and Service users, DaTS and Transformation Governance groups.
- The post will be part of the Digital and Technology Services Programme Management Office (DaTS PMO) team but will be accountable to the ASC Directorate for ensuring that activity is co-ordinated and aligned with corporate strategies and plans





JOB TITLE	GRADE	
Using the Job Description consider what essential behaviours, abilities and knowledge are required by a person to perform each of the main activities and accountabilities of the job safely and effectively.	Indicate when Assessment is possible: at Application form =A interview=I both=A/I test = T	<b>WEIGHT CODE</b> shows relative importance Low=1 Medium=2 High=3
<b>Behaviours:</b>		
<b>Professionalism</b> - Actively seek ways to prevent over-complication or confusion of service delivery through innovation, being open to change and the removal of barriers including challenging negative behaviours.	A/I	3
<b>Leadership</b> - Leads by example, optimising those resources allocated, Communicates clearly taking account and welcoming feedback. Takes a positive and resilient approach to change understanding the longer-term vision of the Council and/or service areas.	A/I	3
<b>Accountability</b> - Adopt a 'can do' attitude in the work that I deliver taking accountability for my own performance and development and responsibility for my actions and decisions. I will demonstrate inclusivity and promote the values of diversity and equality.	A/I	3
<b>Transparency</b> - Work with others to reach a common goal; sharing information, supporting colleagues and searching out expertise and solutions from relevant partners and/or communities we serve.	A/I	3
<b>Ethical</b> - Aware of own impact on others through valuing openness, treating everyone with respect and listening carefully to understand the views of others in order to build trust.	A/I	3
<b>Abilities/Skills:</b>		
Has a comprehensive knowledge of digital technology that is available in the market; how it can be used by Adult Social Care providers to improve outcomes and efficiency of service delivery.	A/I	3
A sound understanding of the legal, commercial, political, operational, and social aspects of a similar, diverse and complex business environment.	A/I	3
Clear communicator with excellent report writing and presentation skills; capable of constructing and delivering clear ideas and concepts concisely and accurately for diverse audiences, including at elected members and other stakeholders.	A/I	3
Skills for developing effective relationships and maintaining networks.	A/I	3
Ability to influence and negotiate change within own organisation.	I	3
Ability to work autonomously and under pressure.	I	3
Ability to make complex, critical decisions with skill.	A/I	2
Ability to prepare and manage budgets.	I	3

<b>Knowledge/Experience:</b> specify type, level and qualitative (not quantitative required); if any.			
Experience of working at an operational management level in a Health and/or Adult Social Care work environment or equivalent knowledge of relevant health and social care legislation and policy.		A/I	3
Demonstrate a track record of successful management of change within a politically sensitive environment.		A/I	3
Matrix Management – Experience of successfully managing the delivery of projects using project teams outside of own line management control.		A/I	3
Evidence of working in partnership with others and consulting with key stakeholders, including providers and service users.		A/I	3
Solid understanding of Technology Enabled Care systems and Telecare Service Association (TSA).		A/I	3
<b>Qualification:</b> Specify any qualifications that are a minimum requirement, please include any equivalent qualifications that would be deemed acceptable or if this can be obtained through on the job experience.			
Degree level, equivalent qualification or relevant professional experience required.		A	
Prince 2 or equivalent recognised project management qualification or relevant experience		A	
Evidence of continuous professional development in a relevant area of work.		A	
<b>Other Essential Requirements</b>			
An awareness of, and commitment to, equality of opportunity		I	3
Awareness of, and commitment to, confidentiality and handling data		I	3
<b>Prepared by:</b>	Claire Hammonds	<b>Date: 25.1.24</b>	
<b>Updated by:</b>	Janice Freeman-Phillips/Charlene Thompson/Grace Charles	<b>Date: 27.6.24</b>	