**Job title: Senior Manager, Digital Transformation**

**Grade: 13 Post number: GLA 002927**

**Directorate: External Affairs**

**Unit: External Relations**

**Job purpose**

1. To lead the implementation of the GLA’s Digital Vision on behalf of the Head of Paid Service and sponsoring Executive Director
2. To work alongside the Chief Digital Officer to delivery key strategic digital projects on behalf of the Mayor including, but not limited to, the Smart London Plan and London Office for Technology Innovation (LOTI)
3. Work across the GLA to facilitate the use of digital channels to ensure that Londoners are aware of and engaged in the work of City Hall, and are able to take advantage of the benefits of the work that City Hall delivers for London
4. To lead and manage the team and suppliers responsible for the delivery of the London.gov website and to oversee the development of associated new digital products.
5. To lead and manage the team and suppliers responsible for integrating the GLA microsites into london.gov.uk
6. To work with London boroughs and London Councils to support the adoption of the Digital Service Standard for Local Government
7. To lead and manage the team responsible for customer service at the GLA (Public Liaison Unit)
8. To lead and manage the delivery of the ambitious transformation recommendations to improve the processes and systems which run the PLU service.

**Principal accountabilities**

1. Lead on the implementation and direction of the Mayor of London’s Digital Vision and on key strategic digital project alongside the Chief Digital Officer including, but not limited to, the Smart London Plan and London Office for Technology Innovation (LOTI).
2. Provide strategic and tactical direction across the GLA for the delivery of all digital work, ensuring that user needs are clearly defined, work is delivered iteratively, governance is transparent and teams are working in an agile way. Work across the GLA to ensure the opportunities which digital engagement offers are embraced by the organisation.
3. Set the agenda and direction for the Digital Board and provide advice to the sponsoring Executive Director on all matters concerning the board. Chair and set the direction for the Digital Transformation Working Group.
4. Be the Service Manager for London.gov, running and continuously improving this world-class digital service based on user needs. Manage supplier relationships and maintain regulatory compliance. Promote the growth of the service, representing the service with senior stakeholders, and assisting colleagues across the GLA who want to use London.gov.uk to help deliver their work.
5. Provide strategic advice on digital strategy to GLA teams, always championing the user with key senior stakeholders.
6. Continue to lead the London Peer Group for the implementation of the Digital Service Standard for Local Government. Work closely with Camden to create a support network across London, providing opportunities to upskill council staff in digital best practise.
7. Work with the most progressive London Councils to promote and share digital best practise across London Government.
8. Lead the PLU team, working with their senior stakeholders across the GLA, to improve ways of working, according to the recommendations in the review conducted in November 2016.
9. Lead the PLU team to procure, develop and adopt the new systems required, according to the recommendations in the review conducted in November 2016.
10. Support the Assistant Director representing her or deputising for her as required.
11. Ensure effective management and development of the Digital Team and PLU team by formulating clear team and staff objectives and targets, appropriate staff development programmes and sound performance management practices.
12. Realise the benefits of London’s diversity by promoting and enabling equality of opportunities and promoting the diverse needs and aspirations of London’s communities.
13. Realise the benefits of a flexible approach to work in undertaking the duties and responsibilities of this post and participating in multi-disciplinary cross-department and cross-organisational groups and project teams.

**Key contacts**

**Accountable to:** Assistant Director, External Relations

**Accountable for:** Digital Team, PLU team and all other resources allocated to the job

**Principal contacts:** MayoralDirector for External Affairs and International, Deputy Mayors andMayoral Advisors, LondonAssembly members and their teams, Chief Digital Officer, GLA Digital Board members, Head of Media,GLA Policy Teams across the Authority, GLA functional bodies and external suppliers.

**PERSON SPECIFICATION**

**Technical requirements/experience/qualifications**

1. Significant experience of leading digital transformation, embracing user-focused principles and managing business change.
2. Proven experience of acting as a change agent, networking and influencing stakeholders to ‘bring them along’ and deliver new and innovative ways of working;
3. Track-record of leadership in successful design, delivery and continuous improvement of high quality products and services which maximise opportunities offered by digital technology
4. Proven ability to motivate multiple self-organising agile teams, delegate decision making to the most effective level, and empower teams to deliver to the best of their abilities
5. Proven expertise in gathering, analysing and using user insight and performance data to design and continually improve digital services to ensure responsiveness to changing needs and technical developments
6. Have been responsible for assessing risks, scoping resource requirements and managing budgets and operating costs to ensure value for money and sustainable development of teams and services
7. It is desirable that you have a high degree of market awareness, with demonstrable experience of innovative approaches to procuring services and of managing relationships with suppliers.

**Behavioural Competencies**

**Research and Analysis**

….is gathering intelligence (information and data) from varied sources, making sense of it, testing its validity and drawing conclusions that can lead to practical benefits.

Level 3 indicators

* Expands networks to gain new information sources for research and policy development
* Identifies and implements methods to ensure intelligence is of a high quality
* Encourages others to analyse data from different angles, using multiple perspectives to identify connections and new insights
* Tailors research investment in line with likely impact for Londoners and policy priorities
* Retains a bigger picture view, ensuring research recommendations are appropriate and practical for the GLA and its stakeholders

**Planning and Organising**

….is thinking ahead, managing time, priorities and risk, and developing structured and efficient approaches to deliver work on time and to a high standard

Level 3 indicators

* Monitors allocation of resources, anticipating changing requirements that may impact work delivery
* Ensures evaluation processes are in place to measure project benefits
* Gains buy-in and commitment to project delivery from diverse stakeholders
* Implements quality measures to ensure directorate output is of a high standard
* Translates political vision into action plans and deliverables

**Responding to Pressure and Change**

…is being flexible and adapting positively, to sustain performance when the situation changes, workload increase, tensions rise or priorities shift.

Level 3 indicators

* Clarifies direction and adapts to changing priorities and uncertain times
* Minimises the pressure of change for the directorate, lessening the impact for the team
* Uses change as an opportunity to improve ways of working, encouraging others’ buy in
* Keeps staff motivated and engaged during times of changes, promoting the benefits
* Takes ownership for communicating changes, initiatives clearly, ensuring smooth implementation

**Organisational Awareness**

…is understanding and being sensitive to organisational dynamics, culture and politics across and beyond the GLA and shaping our approach accordingly

Level 3 indicators

* Uses understanding of differences between the GLA and its partners to improve working relationships
* Helps other understand the GLA and the complex environment in which it operates
* Translates changing political agendas into tangible actions
* Considers the diverse needs of Londoners in formulating GLA objectives
* Helps others understand how the media and external perceptions of the GLA influence work

**Strategic Thinking**

…is using an understanding of the bigger picture to uncover potential challenges and opportunities for the long term and turning these into a compelling vision for action.

Level 4 indicators

* Develops a positive and compelling vision of London’s future potential, demonstrating confidence in the strategic direction of the GLA
* Translates an understanding of the complex and diverse threats and issues facing London into positive action
* Proactively involves partners in strategic thinking, incorporating their views into plans and working with them to align strategic priorities
* Sets organisational priorities by identifying where time and investment is needed most
* Generates and leads strategic initiatives that reflect the GLA’s position as a regional authority

**Decision Making**

…is forming sound, evidence-based judgements, making choices, assessing risks to delivery, and taking accountability for results

Level 3 indicators

* Makes sound decisions quickly on behalf of the GLA when a situation requires intervention
* Takes responsibility for team decisions, providing rationale when those decision are questioned
* Involves senior stakeholders early in decisions that impact them
* Analyses organisational risks associated with decisions, including those with long- term impacts, before committing to action
* Encourages other in the team to make decision in their own area of expertise, take appropriate risks and learn from experience

**Stakeholder Focus**

… is consulting with, listening to and understanding the needs of those our work impacts and using this knowledge to shape what we do and manage others’ expectations.

Level 4 indicators

* Adapts objectives and the GLA's public facing position based on the context behind stakeholder needs and requests
* Builds the GLA’s reputation as an organisation committed to meeting the needs of Londoners
* Manages partner organisations’ and Londoners’ expectations of the GLA by anticipating and influencing changing priorities
* Instils a culture that encourages GLA staff to think about meeting Londoners’ needs first
* Builds the confidence of staff, partner organisations and Londoners by ensuring the GLA delivers quality work

**Building and Managing Relationships**

… is developing rapport and working effectively with a diverse range of people,  
sharing knowledge and skills to deliver shared goals.

Level 4 indicators of effective performance

* Identifies and engages a diverse range of influential contacts within stakeholder and community groups, and partner organisations
* Builds alliances to establish mutually beneficial working arrangements, openly sharing knowledge and insights
* Actively challenges and addresses ‘silo attitudes’ to encourage effective relationship building inside and outside the GLA
* Understands the complexities of political dynamics and uses this to manage relationships and resolve conflict effectively
* Identifies clear win-win situations with external partners