**Manchester City Council**

**Role Profile**

**Senior Digital Strategy Officer, Grade 9**

**Work and Skills Service, Growth and Development Directorate**

**Reports to: Digital Strategy Lead**

**Job Family: Policy and Governance**

**Key Role Descriptors:**

The role holder will support senior officers, Elected Members and stakeholders in the availability of high level policy advice, briefing and analysis in order to support the achievement of the authority’s strategic objectives.

The role holder will provide professional consultation, support and guidance for team members and colleagues to assist in professional decision making to support the achievement of strategic organisational objectives.

**Key Role Accountabilities:**

Provide high quality policy analysis and strategic advice to a range of recipients including the authority’s Senior Management Team, executive members, and relevant partnership boards.

Ensures the team work within statutory guidelines and maintain relationships with other teams, internal and external, to ensure the highest standard of service delivery in the achievement of the authority’s wider policy objectives.

Respond effectively to key risks, provide confidence and assurance where appropriate and identify opportunities for improvement through sound planning and delivery of work, understanding and evaluation of risks, effective communication and persuasion.

Support and provide expert advice to stakeholders within the organisation to ensure quality customer focused services are delivered to high performance and quality standards.

Maintain competence in subject matter specialism, undertaking research and information gathering to ensure the Council adopts and maintains best practice in areas of specialism, providing ad hoc advice where necessary.

Roles at this level may be required to manage a range of assigned resources, which may be human, financial or other. Staff management duties may be either through direct line management of a team (including appraisals, performance management and other duties) or through matrix management of a virtual team of officers.

Personal commitment to continuous self development and service improvement.

Through personal example, open commitment and clear action, ensure diversity is positively valued, resulting in equal access and treatment in employment, service delivery and communications.

**Where the roleholder is disabled every effort will be made to supply all necessary aids, adaptations or equipment to allow them to carry out all the duties of the role. If, however, a certain task proves to be unachievable, job redesign will be given full consideration.**

**Role Portfolio**

**The Digital Strategy Team**

Manchester City Council has developed a Digital Strategy in aim to help Manchester become a more inclusive, sustainable and resilient world-leading digital city – contributing to the delivery of the council’s wider Our Manchester Strategy.

The Strategy sets out the vision for what we need to do to make sure we have digitally skilled residents, future-proofed infrastructure, a thriving digital economy and a digitally enabled transition to zero-carbon economy.

There are four underpinning themes to the Digital Strategy: Remarkable People; Connected Places; Prosperity for All and Rising to Challenges. To make the Strategy come to life, Manchester City Council has created a small Digital Strategy Team who will coordinate delivery.

The Digital Strategy team have been established to coordinate the delivery of the Strategy.

The diverse team brings together a range of backgrounds, skills and interests that come together to achieve the shared goal of the delivery of the Digital Strategy. The team has so far built a strong project management base, good governance, bold and accessible branding, and a good reputation with the wider ecosystem, whilst raising the profile of the strategy and its ambitions.

This team also help to deliver several other strategic City Council led priorities that have a relationship with digital and technology and also act as a key contact to a number of stakeholders externally within the wider digital ecosystem. This role will help to continue to collaboratively drive the delivery of the Manchester Digital Strategy Delivery Plan.

This fixed-term role leads on identifying and delivering data-informed projects aligned with the Manchester Digital Strategy Delivery Plan, using evidence, insights, and trend analysis to inform strategic decisions and drive innovation.

The role involves collaborative working across internal services and external partners to strengthen data capabilities, promote shared intelligence, and champion the role of data and technology in placemaking. It also supports the development of shared data platforms and tools, helping embed analytical thinking and evidence-based approaches into digital programmes that improve outcomes for residents and communities.

**Key Behaviours, Skills and Technical Requirements**

**Our Manchester Behaviours**

* We are proud and passionate about Manchester
* We take time to listen and understand
* We ‘own it’ and we’re not afraid to try new things
* We work together and trust each other
* We show that we value our differences and treat people fairly

**Generic Skills**

* **Communication Skills:** Is able to effectively transfer key and complex information to all levels of staff, adapting the style of communication as necessary and ensuring that this information is understood. Ability to advise and put case across in relatively straightforward, non-contentious situations with ability to negotiate agreements.
* **Analytical Skills:** Skills to analyse a wide range of data and other sources of information to break them down into component parts, patterns and relationships; probes for further understanding of problems and makes rational judgements from the available information and analysis demonstrating and understanding of how one issue may be part of a much larger system/issue. Ability to translate analyses into business cases which define potential benefits, options for achieving the benefits development of new or changed processes, and associated business risks.
* **Planning and Organising:** Excellent time management skills, creating own work schedules, prioritising, preparing in advance and setting realistic timescales for own self and others. Has the ability to visualise a sequence of actions needed to achieve a specific goal and how to estimate the resources required.
* **Project Management:** Proven ability in managing relationships with project stakeholders at all levels of seniority through effective communication and an acute awareness of political sensitivities and cultural barriers. Ability to define, document and manage through to implementation of medium-large scale projects.
* **Strategic Thinking:** Ability to contribute to the development, implementation and evaluation of strategy to shape future plans. Ability to identify best practice and analyse trends and patterns to develop ideas for the strategy of the service. Understands adjustments to strategy and helps others to adjust plans accordingly.
* **ICT Skills:** Skills to configure appropriate areas of technical support in a large organisation Skills to ensure the availability, integrity and searchability of information through the application of formal data structures and protection measures.
* **People Management:** Is able to inspire individuals to give their best to achieve a desired result and maintains effective relationships with individuals and the team as a whole, to ensure that the team is equipped to achieve objectives set according to the overall business need.

**Technical Requirements (Role Specific)**

The post holder will have substantial experience, proven credibility and/ or knowledge in at least one of the following:

* Data-informed and ethical practice: Using data to shape strategy, evaluate impact, and support innovation, while promoting responsible, inclusive approaches to data collection, sharing, and analysis that reflect community needs and values.
* Collaborative data ecosystems: Supporting shared intelligence across teams and partners, and understanding the role of digital platforms, tools, and infrastructure in enabling better use of data across services and places.
* Evidence-led placemaking: Applying data to understand local contexts and improve outcomes for residents through inclusive, digitally enabled transformation.
* Technology legislation and ethical standards: A working understanding of legislation relevant to digital technologies, including data protection, accessibility, procurement, and ethical use. Ability to apply this knowledge to ensure compliance, promote responsible innovation, and support the delivery of inclusive and legally sound digital programmes.