**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 coordinates a programme of activity supporting the Manchester Digital Strategy: Doing Digital Together, with a focus on delivering the Digital Strategy Delivery Plan and Digital Inclusion Action Plan.

Leading the Digital Inclusion Team, the role works across internal services and external partners—including Libraries—to embed inclusive digital practices, champion technology in placemaking, and grow Manchester’s tech-for-good ecosystem. It also supports service design, community engagement, and strategic partnerships to tackle barriers to digital access, skills, and connectivity.

**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.

Speaks fluently, expresses opinions, information and key points of an argument clearly, makes presentations and undertakes public speaking with skill and confidence.

* **Analytical Skills:** Ability to absorb, understand and quickly assimilate complex information and concepts and compare information from a number of different sources. Ability to identify patterns and trends that may impact on decisions and propose realistic conclusions identifying the risks and any assumptions made.
* **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 developing a project schedule that clearly defines the project timeline required to achieve the required outcomes. Skills to identify and monitor complex interdependencies, identifying and managing the critical path and utilising the schedule in budget forecasting and planning future resource requirements. 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.
* **Strategic Thinking:** Ability to identify and prioritise objectives that are consistent with the strategic vision of the organisation. Ability to contribute to the development, implementation and evaluation of strategy to shape future plans.
* **People Management:** Ability to lead, manage and motivate staff to high levels of performance in order to achieve change and maximise staff potential and contribution to the achievement of identified aims and objectives. Can also lead and plan the work of the team which deals with more diverse issues.

**Technical Requirements (Role Specific)**

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

* Digital inclusion: Understanding the challenges and opportunities involved in ensuring everyone can access and benefit from the digital world. Including the cross-cutting nature of digital inclusion across other key policy areas such as - smart cities, health, housing, and community services, to ensure the strategy supports wider social and economic outcomes.
* Tech for Good: Credibility with the local tech-for-good ecosystem and an understanding of the responsible and ethical use of technologies that meet real community needs. Applying this to strengthen an urban social tech landscape and supporting innovation that delivers public value.