**Job Description and Person Specification**

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| **Job Title: Digital Inclusion Lead** |
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| Grade: P3  |

**Overall purpose of the job**

* To provide leadership, coordination and support for the Digital Inclusion approach across Cambridgeshire and Peterborough.
* Work across the public, private and community sectors to; maximise the effectiveness of current resources and initiatives; leverage funding opportunities and lead the delivery of a joined up, cross sector Digital Inclusion roadmap for the area
* Champion and promote digital inclusion providing expertise on digital innovation and advances in digital technology to support digital inclusion and digital capability

**Main accountabilities**

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|  | **Main accountabilities** |
|  | Lead the creation and delivery of a Digital Inclusion roadmap on behalf of the Combined Authority as part of the wider Digital Connectivity Strategy. |
|  | Build and develop positive relationships with key stakeholders and partners across the area.Manage and develop effective cross organisational processes for improving digital inclusion. Coordinate and support effective delivery, developing appropriate groups and forums to ensure that there is a coherent approach to Digital Inclusion and avoid duplication of effort and activities. |
|  | Support and inform appropriate targeted Digital Inclusion interventions by working with a wide a range of stakeholders and delivery organisations to develop a local Digital Inclusion baseline, utilising relevant local and national datasets.  |
|  | Represent Cambridgeshire County Council and the Combined Authority at government, local and national forums, identifying new Digital Inclusion funding opportunities available and optimising the funding available. |
|  | Champion and promote digital inclusion across the area. Keep up to date with technical developments and best practice relating to improving digital inclusion, including that related to national policy and legislation, as well as innovation and advances in digital technology.  |
|  | Prepare and present written and verbal management reports at Director and Member level, to keep them informed of the progress of projects and seek views in relation to resources, service development and timescales. Raise concerns and make recommendations to ensure that the Combined Authority area’s goals regarding digital inclusion and digital capability will be achieved.  |
|  | Lead and coordinate the local awareness of the planned switch-off of copper telephony and mobile 3G services, working with telecommunications providers, national groups, and government departments to ensure that small businesses and the vulnerable in our communities are appropriately prepared.  |
|  | Ensure that the Digital Inclusion roadmap reflects a high level of awareness and understanding of equalities, diversity and inclusion trends, barriers and strategic responses and the different barriers to digital inclusion and how they can be effectively addressed |

**Person Specification**

**Qualifications, knowledge, skills and experience**

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| Qualifications Required | **Subject** | **Essential/****Desirable** |
| Educated to degree level or equivalent  |  | **Essential** |
| Project or programme management qualification |  | **Desirable** |
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| Identify  | Describe | Essential/Desirable |
| **Knowledge** |  |  |
| Digital Inclusion | Sound and comprehensive knowledge of digital inclusion and digital capability issues and current legislative framework. | Essential |
| Digital Inclusion related national/local policies and initiatives  | Sound knowledge of recent government initiatives and those of other public bodies relating to digital technology, digital inclusion, digital capability and financial hardship | Essential |
| Political sensitivity and diplomacy | High level of political awareness, diplomacy and sensitivity. | Essential |
| Equalities, diversity and inclusion  | Understanding of equalities, diversity and inclusion trends, barriers and strategic responses | Essential |
| Digital Inclusion barriers and remedies | Understanding of the barriers to digital inclusion and how they can be effectively addressed | Essential |
| **Skills** |  |  |
| Interpersonal, negotiation and leadership  | Excellent interpersonal, negotiation and leadership skills | Essential |
| Communication  | Excellent communication skills, both in writing and verbally, in order to communicate with senior staff at all levels, internally and externally, including politicians or similar stakeholders | Essential |
| Presentation | Excellent presentation skills in order to effectively communicate complex issues to a wide audience  | Essential |
| Influencing | Ability to positively influence the outcome of decisions | Essential |
| Innovation  | Ability to be innovative and to lead cultural change | Essential |
| Collaborative working | Ability to encourage and engender collaborative working through cross functional teams including partnerships, local and national organisations to achieve shared objectives.  | Essential |
| **Experience** | Give an idea of the type and level of experience required **do not** specify years of experience.  |  |
| Strategy development | Significant experience of strategy or policy development in central, local government, public body, or a third sector organisation | Essential |
|  Multi-agency working  | Demonstrable experience of multi-agency working creating new coalitions of individuals across organisational boundaries to work collaboratively on common objectives, and delivering measurable results from this partnership working | Essential |
| Project Management | Experience of managing projects, particularly those involving communities or businesses | Essential |
| Working effectively with voluntary and community groups  | Experience of working effectively with voluntary and community groups and how this differs to other sectors  | Desirable |
| Equality, Diversity and Inclusion (applies to all roles. | Ability to demonstrate awareness and understanding of equality, diversity and inclusion and how this applies to this role.  |