



# Head of Digital

<b>Directorate</b>	<b>Department</b>
Customer and Performance	Customer and Communications
<b>Position No</b>	<b>Enterprise Agreement Classification</b>
BCP45A	Band 8
<b>Reports To:</b>	<b>Direct Reports</b>
Manager Customer and Communications	Senior Content Producer, Web Operations

## What we trust you to deliver

To lead the Digital team, which has responsibility for Council’s overall digital experience. The team has direct responsibility for a range of Council’s key platforms, including its website. Success is achieved through using insights and partnering with business units to identify, prioritise and implement projects that continually improve customer experience, drive digital adoption and maximise the benefits achieved through Council’s investments in digital platforms.

## What you will need to thrive

- Strategic ability to make connections between our community’s priorities, our Council Plan, and our work.
- Manage complex multi-stakeholder relationships and work through problems to improve the experience of customers and drive efficiencies.
- A passion for contemporary leadership that empowers teams to continually deliver value to customers.
- Ability to analyze data and apply a human-centered design approach to identify, prioritise, and implement projects.
- Ability to evaluate the effort required and plan resources to effectively support operations.
- Implement agile practices that leverage customer insights to address issues and continually evolve the digital experience.

## What success looks like

- Build and inspire a passionate team focused on creating value for customers and Council, through the delivery of high-quality digital experiences and capabilities.
- Lead program planning to identify and prioritise projects in line with strategic outcomes and success criteria, manage program health and inter-dependencies and regularly evaluate the program to ensure initiatives are delivering value.
- Lead and/or contribute to (as appropriate) the identification and delivery of digital improvement initiatives including scoping and defining projects, setting achievable objectives and managing external contractors and in-house staff to deliver projects on time, within budget and to quality standards.
- Develop and implement agile and adaptive ways of working that gain and leverage customer insights to address issues and continually evolve the digital experience
- Champion and support the development of investment cases that drive innovation and growth in digital adoption
- Build and maintain effective working relationships with service owners in order to establish consistent standards of digital service and communication
- Actively participate in Council’s approach to performance, development and review process ROADmap. Your ROADmap is the opportunity to bring your whole self to work through celebrating your talents and strengths and supporting your performance and development.

- This role may also be required to carry out other such duties as are within the limits of the employee’s skills competence and training

### The expertise you bring (including qualifications and experience)

- Degree or Tertiary qualification combined with relevant experience
- Typically, the necessary skills and knowledge would be gained through further formal qualifications in the field of expertise or in management, or through at least four years of experience in another specialised field.
- Alternatively, they might be acquired through lesser formal qualifications together with extensive and diverse experience, or intensive specialist experience.

### Key competencies

Manages complexity	Strategic mindset	Situational adaptability	Builds effective teams
Manages ambiguity	Customer focused	Interpersonal savvy	Cultivates innovation

### OHS, Risk Management, Equal Opportunity, Child Safe Standards and Charter of Human Rights

- Adhere to Council’s Health and Safety, equal opportunity and risk management policies, plans and procedures as well as act in accordance with the Charter of Human Rights.
- Demonstrate and promote workplace behaviours that does not discriminate, bully or harass.
- Cooperate with any reasonable, lawful instruction to comply with relevant legal requirements.
- Adhere to policies and procedures to prevent injuries to people and damage to assets and property including reporting of these matter.
- Take reasonable care for your safety and the safety of others who may be affected by your actions or omissions.
- Promote positive mental health and wellbeing within your team and work towards the prevention of mental injuries and illness in workplace.
- Ensure a child safe environment and contribute to a culture of child safety by fulfilling the requirements and responsibilities outlined in legislation, including the Child Safe Standards, Reportable Conduct Scheme and Council’s Child Safe Policy and Procedures.

### Who you will work with:

Internal:	External:
<ul style="list-style-type: none"> <li>• Chief Executive Officer, Directors, and Senior Managers</li> <li>• Manager Customer and Communications</li> <li>• Subject matter experts and service owners</li> <li>• All Council staff</li> </ul>	<ul style="list-style-type: none"> <li>• Residents and local business</li> <li>• Vendors</li> <li>• Suppliers</li> <li>• Consultants</li> </ul>

### Accountability and extent of authority

- Provide specialist advice and insight to the CEO and Executive Team to maximise Council’s investment in digital platforms and achieve organisational priorities.
- Lead a team of digital specialists, including setting work plans and managing workflow, monitoring, and managing performance and ongoing professional and personal development of the team.
- Develop strategy including identifying success criteria and prioritising digital projects that improve customer experience and drive efficiencies. The impact of these strategies will have a substantial impact on the community and public perception of Council’s service to the community.
- Advocating for digital migration and building the capability of service owners within the business to understand and ensure digital platforms support the effective delivery of projects, programs and services.
- Responsible for end to end program management assuring the quality, cost and timeliness of the digital program in the context of managing concurrent and competing priorities
- Establishing and administering consistent governance and operational guidelines, practices and procedures for the development and release of new digital services and products
- Freedom to act is governed by the goals and policies of the organisation and by statute and subordinate legislation.

### Judgement & Decision Making

- Typically requires identification and analysis of an unspecified range of options.
- Identify the full range of possibilities for digitising services across Council and develop a methodology to assess, prioritise, program and sequence initiatives that shift customers channel of choice to online and deliver operational efficiencies across all of Council.
- Use knowledge and experience to develop a customer journey mapping methodology for Council that involves customers to inform the design of effective digital solutions that meet customer needs.
- Undertake research, apply strong analytical and problem-solving skills and behavior change theories to initiate and develop digital solutions inclusive of analysing and reengineering back-end procedures and processes to improve the customer experience and support digital adoption.
- Develop policy and standards for customer experience and the design, development, and delivery of new digital services.
- Facilitate and support collaboration and involvement of service managers in council wide strategy to shift customers channel of choice to online.
- Take responsibility for performance, learning and development of self and team.
- Operate within relevant legislative and Council policies, procedures, and reporting requirements.
- Maintain the strictest confidentiality of sensitive information acquired within role

## Specialist Skills and Knowledge

- Ability to understand and translate for others how digital transformation of services and processes contributes to achieving Council's long-term goals and aspirations for customer experience and business efficiency to drive digital adoption across the organization.
- Proven investigative and analytical skills to identify and evaluate opportunities and provide insights to service managers to improve customer experience and business efficiency.
- Demonstrated experience analysing data, customer and business requirements and applying UX principles to design and develop digital solutions that improve customer experience and drive efficiency.
- Previous experience leading and coaching teams in agile methodologies for the ongoing development, release, and improvement of customer centric digital solutions
- Knowledge of change management principles and experience applying these principles to support digital adoption and usage.
- Strong stakeholder relationship management and exceptional project management, organisational and prioritisation skills.
- High standards of service and performance, commitment to accuracy and quality assurance. Excellent attention to detail.
- Sound knowledge of budgeting principles and financial procedures to ensure resources and program are delivered within overall budget.

## Management skills

- Proven experience building and leading a team, setting clear and achievable performance outcomes, developing staff, and setting people up for success in current and future roles.
- Superior emotional intelligence and aptitude with varying leadership styles from coaching/mentoring to directive as required to meet people and projects where they are, yet ensuring they get where they need to go.
- Demonstrated ability to allocate and manage resources to achieve program objectives.
- Ability to apply strong forward planning skills to schedule, progress and strategically manage projects and influence others to meet organisational deadlines and expectations.
- Organise workload and communicate and negotiate with others to balance competing priorities.
- Work with the Executive Team and other stakeholders to manage programs.

## Interpersonal Skills

- Ability to persuade, convince or negotiate with clients, members of the public, employees, tribunals etc.
- Ability to represent Council to the community and positively engage a diverse range of residents and customers in the design and testing of digital products and services.
- Ability to convince senior leaders of the benefits of customer involvement in the design and development of digital solutions to improve service and efficiency.
- Ability to apply emotional intelligence and an open mindset to constructively challenge the status quo and persuade all levels of management, staff, and customers.
- Ability to positively engage multiple stakeholders to negotiate and resolve complex problems for the benefit of customer experience and business efficiency.

- Strong leadership skills and the ability to inspire, motivate and develop other employees.
- Ability to establish and maintain effective working relationships and collaborate effectively with all levels of management, staff, and customers.
- Excellent written and verbal communication skills are required, with the ability to clearly and confidently convey or present complex information and ideas to people with no technical background or understanding.
- Ability to address conflicts firmly but in a manner that encourages objectivity and collaboration from stakeholders while maintaining a focus on business objectives.

## Inherent Requirements

The inherent requirements of the role are provided in the job advertisement as well as on Council’s [Recruiting and Selecting for Excellence](#) page.

Within reason, and subject to Council's obligations under legislation, it is expected that a person conducting this type of work will have the capacity to perform the genuine, reasonable and inherent tasks of the role.

## Conditions of Employment

Conditions of employment are in accordance with the **Knox City Council Enterprise Agreement** and the Knox City Council Code of Conduct. Applicants will require the following:

Satisfactory Police Check	ID Verification Check	<b>Current Victorian Drivers Licence</b>
Reference Check	AU Entitlement to Work	Working with Children Check
Qualification Verification		

Making a difference to others and our community is at the heart of everything we do at Knox. Future Ready Knox connects our vision, aligns our purpose with values, strategy and people experience. We all have an important role to play, in working together we will achieve all we aim for and more.



## Our Values

Our values are the foundations to our success and culture at Knox. They represent what we stand for, inspire us to bring our whole selves to work and create a shared understanding to align the way we work with our vision and purpose.



Make a difference daily



Inspire and facilitate success



Think big act bold



Do what is right (not what is easy)

## THRIVE: Our Future Ready Knox Strategy

The world we live in is changing, placing ever more focus on people and what it means to be human.

It is time we reimagine the future of work and adapt how we lead our changing business, so we evolve and remain purposeful for our residents, our community and our City. We all have capacity to adapt and evolve. It is through harnessing our changing skillsets and mindsets, and working and learning together that we will bring out the best in each other and create a future we can all feel good about.



### Adaptive future

We will pursue the future with a clear strategy of excellence and service. We will never stop learning and growing. We will be a resilient, adaptable and sustainable workplace comprised of thriving people working together to fulfil our core purpose: empowering our diverse community to thrive and prosper.

### Evolving culture

We strive to be an agile organisation built on a foundation of psychological safety and trust in our leaders, our teams and ourselves. We will be defined by our love of learning, innovation and growth. We will be led by wholehearted humans who bring out the best in our people and drive collective ownership of our vision, strategy and values. This will ensure we respond, adapt and thrive in a rapidly changing world.

### Flexible workplace

We will thrive in our inclusive and connected workplace, defined by flexible practices and spaces, and enabled by new technologies and business intelligence. These will support our people to explore and adopt new ways of thinking, learning and working that ultimately deliver greater value to our community.

### Thriving people

We will be defined by our resilient, diverse and capable people and will support them to keep growing and leveraging their passions, talents and skills. We will improve the ways we engage and communicate, embrace productive conflict and hold each other accountable for our commitments. We will harness our collective potential to make a difference and create a future we can all feel good about.

Please refer to our website [www.knox.vic.gov.au](http://www.knox.vic.gov.au) for more information about Knox City Council.