

# London Borough of Redbridge

## Head of Digital Transformation

### About Redbridge

Redbridge is home to 311,000 residents, more than 350 local voluntary and community organisations and thousands of businesses. We are among the fastest growing parts of the country and the third most diverse London borough. Our communities are attracted by a mixture of excellent schools, relatively affordable housing compared to other parts of London, high quality open spaces and rapid transport connections into the heart of the city.

Our population is getting both younger and older - driving increased demand in both adults and children's services. A growing population has placed huge pressure on a housing stock built for a different era. The pace of change to meet these challenges is phenomenal.

Alongside our values of **Collaboration, Honesty, Excellence and Fairness**, we have an ambitious strategic delivery plan to make Redbridge a great place to live.

## Job Description

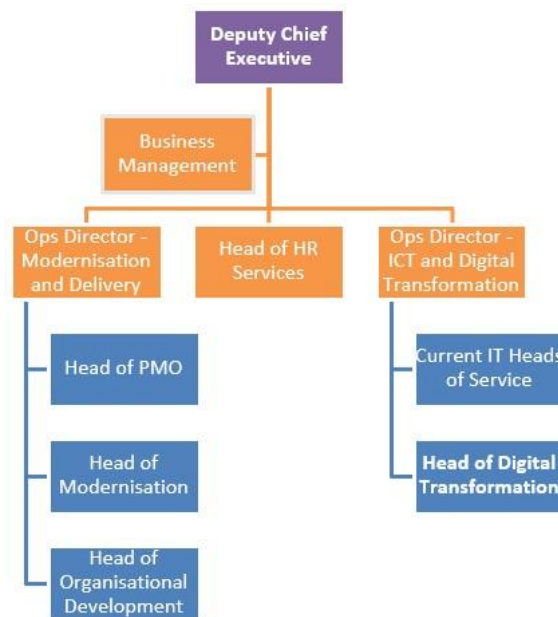
<b>Job Title:</b>	Head of Digital Transformation		
<b>Accountable To:</b>	Deputy Chief Executive		
<b>Grade:</b>	LBR22	<b>Salary:</b>	£86,274 - £89,667 inc. London Weighting
<b>Direct Reports:</b>	• TBC	<b>Total Staff &amp; Budget:</b>	TBC

### Purpose of the Role

Reporting to the Operations Director – ICT & Digital Transformation and responsible for a team delivering a range of strategic advice, analysis, design and support on Digital transformation and integrated planning and programme and project management to the Chief Executive, Directors and their Senior Managers, this role is about ensuring Redbridge delivers a ‘digital first’ modernisation programme that underpins the overall direction of the organisation. This means we need to ensure we are making the most of the functionality of our core IT systems, with an emphasis on skills, new practices, better processes and the adoption of the right kit to maximise a positive and efficient resident/client/service user experience.

- Being a **champion and advocate for innovative practice** and future thinking in support of the Councils corporate ambitions and aspirations.
- **Lead the Council’s approach to delivering Digital First**, ensuring services are modern, accessible, and cost-effective.
- Work with service areas to **redesign processes and customer journeys using digital solutions**, ensuring consistency and operational excellence.
- **Lead a programme of transformation** that drives service improvement, process simplification, and cost reduction through AI, automation and digital tools.
- Drive the transition from traditional access channels (face-to-face, phone) to digital, ensuring services are intuitive and inclusive.
- Champion the use of data and digital systems to improve service design and responsiveness to resident needs.
- **Lead the implementation of service redesign initiatives** that support improved outcomes, measurable performance improvements, and greater efficiency.
- To uphold the Nolan [Seven Principles of Public Life](#).
- Effective **resource management**, including prioritisation, resource allocation, revenues and controlled spending while investing and spending for long-term value as well as near-term cost/benefit.
- To support a **culture of openness, inclusivity, learning and public service** and assure effective teamwork and corporate working.
- Impartially manage the **political interface** and overlaps of officers with councillors, codes, standards, protocols and respect.
- To support good and effective **governance** across the organisation.
- To ensure effective management of **risk, control and safeguarding**.
- To champion and embed a culture of **continuous improvement**, encouraging learning and curiosity.
- To **review instances of failure** of due process.

## Directorate Structure Chart



## Key Accountabilities

### Digital First

- To lead on the development and delivery of the Council's **Digital Strategy and Digital First** corporate priority
- To lead on **Digital innovation and digital by design** supporting the Council's offer to business, residents and staff
- To manage the delivery of **major service reviews and make recommendations for transformational change** that contribute towards improved outcomes for residents, leading edge performance and better value for money.
- Lead on a programme of **channel shift**, moving customers from more expensive phone and face to face to online services, leading on service redesigns, integrations, and culture change.

### Corporate working

- To play an active **leadership role across the organisation**.
- **Brief and advise, as required, Elected Members, the Chief Executive, Executive Directors and other senior officers**, as appropriate.

### Politics and political interface

- Develop and maintain **effective working relationships** with elected Members.
- Promote a **culture of political awareness** amongst officers to help translate political will into appropriate future strategies and delivery of outcomes.

### Good governance

- Work to ensure that **legal, financial, procedural** and other provisions governing the affairs of the Council, are properly observed and that appropriate action is taken to protect the best interests of the Council.

- Work to ensure that **risks** associated with Council activity are effectively mitigated, including the risk of fraud and corruption.

#### Managerial Leadership

- Provide **professional leadership, support and development** to Digital Transformation staff, to ensure that relevant professional standards are met.
- Ensure the **effective and efficient management of the service's budgets** with achievable plans in place to deliver the Medium-Term Financial Strategy.

#### Partnerships

- Develop and lead **partnerships** with other agencies and public service providers on cross-cutting Digital issues and initiatives, to build successful relationships, develop common goals and standards and achieve ambitious, improved outcomes for our residents and businesses.
- Develop relationships with other Local Authorities so that the Council can leverage innovation and best practice, particularly in the areas of digital and transformation.

#### Public Ethics

- Ensure that fairness is observed in **equal treatment, equal opportunity, relational equality, and equity**.

#### Continuous Improvement

- Champion **better and joint ways of working** in order to promote innovative service delivery and a culture of transformational change.
- Support a culture of **continuous improvement and innovation**, identifying opportunities for **income generation**, with plans for the effective implementation of **efficiency savings**.

#### Other Duties

- Support the Chief Executive in relation to **emergency planning** and resilience, providing support for the co-ordination of all measures to manage an emergency affecting the Council during the response and recovery phases.
- Demonstrate commitment and support for **safeguarding** the welfare of children, young people and adults at risk.
- Ensure all duties are carried out in **compliance** with the Council's financial regulations, policies for Diversity, Equal Opportunities, Risk Assessment, Health and Safety and all relevant statutory or professional requirements.
- Perform **any other duties** imposed by law, or which the Council may reasonably require.

## Person Specification

### Qualifications

- Qualified to Degree level (or equivalent experience).
- Membership of a relevant professional body.
- Evidence of continuous professional development.

### Knowledge

- A strong understanding of **digital and artificial intelligence (AI)** and the application of technology-powered, new media enabled, but human-led services.
- Awareness and understanding of **local government operations** and how Council services interface with key public service partners e.g. police, health.
- **National and regional policy issues** which relate to local government.
- The **electoral basis of democratic legitimacy** and community engagement in the locality.
- Principles of organisational design and **management and staffing accountabilities**.
- **Good governance principles** in the corporate and public sector, as well as internal processes of scrutiny and formal checks and balances.
- Local Government **financial management**.
- Relevant statute, including **Civil Contingencies Act (2004)**, **Social Value Act** and local authority responsibilities.
- Local authority **safeguarding duties & responsibilities**.
- **Health & Safety** legislation.

### Experience

- Significant experience of **leading or delivering Digital Transformation services** at a strategic/senior management level.
- Significant experience of the **application of digital principles and thinking** to support service transformation and innovation.
- Significant experience of **leading and championing organisational change and transformation**
- Experience in **channel shift, service redesign** and meeting resident/customer need across a range of service areas.
- Use and **application of technology to empower service leaders** and put the experience of customers at the heart of excellent service delivery.
- Experience in **service delivery innovation and redesign**.
- Proven experience of **developing and delivering strategies** (including but not limited to Digital strategies) that support organisational ambitions and priorities.
- Experience of **senior management** in a large, diverse and complex organisation.
- Significant experience of **programme and project management**.
- Demonstrable experience of **engagement with high profile stakeholders in a political environment**, including politicians and unions.
- A successful track record of **working with partners** to negotiate, agree and influence outcomes to help further corporate objectives.
- Significant experience as **an efficient and effective people manager**, leading, motivating, managing and developing a professional function and teams to achieve desired outcomes.
- Experience of successfully **managing budgets** of a comparable scope and scale.
- A successful record of **delivering high quality professional and customer-oriented services**.
- Effective **performance management**: reported metrics of relative cost-effectiveness to comparators.

- Creating a **positive culture of learning and improvement**.
- Personal leadership in the achievement of **equal opportunity** in both employment and service delivery.

### Skills and Abilities

- A **strong corporate player**, able to develop shared approaches with colleagues across the council and beyond and enable joined-up planning and shared values and objectives.
- **Data literate and excellent analytical and creative problem-solving skills**, holding a systemic understanding behind the numbers, with an ability to cut through to the root cause of an issue, including an ability to analyse, calculate and manage **risks**.
- **Creativity and imagination** in seeing new approaches, painting the vision, overcoming obstacles and showing that ambitious goals can be achieved.
- A high degree of **openness, honesty and personal integrity** with an ability to engender trust & confidence amongst peers, staff, residents & stakeholders.
- Ability to **lead, drive and deliver change at pace whilst bringing people with you**.
- Ability to provide **inspiring leadership**, to **lead calmly and with clarity of purpose** in highly visible and accountable circumstances.
- An **enabler**, with the ability to manage a wide range of complex issues and agendas at the same time and drive change through **influence and diplomacy**.
- **Political acumen and sensitivity**, with the ability to develop productive working relationships with elected members and advise all political groups and the Council as a whole in an objective and bias-free way.
- **Tenacity and resilience**, for example challenging existing ways of doing things and raising performance and standards.
- Have a confident **communication style** and **negotiation skills** that motivates staff, fosters team working and improves organisational effectiveness.
- Able to **deescalate tensions and de-personalise conflict** between individuals and parties.
- **Situational analysis and understanding** in order to apply sound judgement and balance issues of risk with outcomes for the organisation.
- Able to balance **management grip and empowerment** commensurate to risk and its mitigation through internal controls.
- Ability to drive high quality, **high performing services**.
- The ability to **lead, develop and motivate staff and teams** to effect change and deliver improvement and achieve desired outcomes.
- Ability to work **collaboratively with stakeholders**, obtaining the trust of a wide range of individuals and organisations, working as part of multi-function teams.
- **Personal resilience** with the capacity to cope with ambiguity, uncertainty and pressure and the ability to work under public scrutiny whilst maintaining a sense of perspective.
- Personal commitment to **continuous improvement and the development of others**.
- **Commercial acumen** to understand and successfully exploit commercial opportunities.
- Ability to provide **timely, accurate and correct written and verbal advice** for Members, Corporate Leadership Team and Officers to develop and articulate the strategic direction for the organisation.

### Additional Information

- The role will involve irregular working patterns and will require the post holder to be able and willing to work during these periods, including evenings and occasional weekends.  
*\*The salary scale is inclusive and recognises the volume of work in addition to and outside the Council's normal office hours required by the post*

- This post falls within the 'politically restricted' category under the Local Government and Housing Act 1989. The detail of the restrictions this places upon you are as outlined in the Statement of Main Terms and Conditions of Employment.