


Profile Title:	Digital Champion	 BARNSLEY Metropolitan Borough Council				
Reports to:	Digital Manager					
Employee Supervision:	None	Grade:	8	Profile Ref:	96631	
Purpose of the Post						
To support the delivery of the Council's Digital Strategy by improving access to online services and implementing a digital skills programme to develop digital literacy across the Council and the borough.						
Responsibilities						
<ul style="list-style-type: none">• To act as a digital enabler, supporting the change to a digital culture and challenging behaviours.• To act as lead champion to promote channel shift to digital options, resulting in these being the Council's primary access channel.• To lead on motivating and enabling employees, customers and other stakeholders to improve their skills and switch to digital channels whilst ensuring digital inclusion, working with hard to reach and vulnerable groups.• Supporting the creation of digital skills benchmarks for recruitment and appraisal.• Analyse complex statistical data to determine digital skills and target engagement, and prepare and deliver reports, briefings and presentations.• Support the development and implementation of digital skills plans and programmes for council employees and external stakeholders.• To be responsible for providing advice and guidance in relation to digital skills training and workforce development.• To lead on identifying tools, develop, design, plan, deliver and evaluate training events and e-learning modules for internal and external use.• Promote existing and new online communication technologies to improve the council's online communications and access to services.• Ensure that user feedback and testing is embedded in new designs and developments of the digital customer services offer.• Contribute to and support the development of business plans.• Establish strong and effective working relationships with others working on the digital agenda and especially digital inclusion activities.• Positively build the reputation and perception of the Council's self-service options to become the access channel of choice.• Advise on any local changes required to policies or strategies.• Keep up to date with all technology offers ensuring competence with their application.						
Education and Training					Measure	Rank
<ul style="list-style-type: none">• Relevant Level 5 qualification					A/C	E
<ul style="list-style-type: none">• Teaching/coaching qualification					A/I	D
<ul style="list-style-type: none">• Project Management training					A/C	D
<ul style="list-style-type: none">• Evidence of commitment to continuous learning and personal development					A	E

Relevant Experience	Measure	Rank
<ul style="list-style-type: none"> Significant experience in coaching, training and mentoring staff and customers. 	A/I	E
<ul style="list-style-type: none"> Experience of interacting with and supporting the public, including hard to reach groups 	A/I	E
<ul style="list-style-type: none"> Experience of working with stakeholders at all levels including, private, public sector and voluntary sectors 	A/I	D
<ul style="list-style-type: none"> Experience of developing digital training materials and the delivery of digital training programmes and workshops 	A/I	D
<ul style="list-style-type: none"> Experience of working as part of a team and individually 	A/I	E
<ul style="list-style-type: none"> Experience of customer engagement activity to support service change and redesign. 	A/I	E
<ul style="list-style-type: none"> Experience of monitoring and evaluating the success of training and using this for continuous improvements.making appropriate adjustments 	A/I	E
General and Special Knowledge	Measure	Rank
<ul style="list-style-type: none"> Detailed knowledge of local and national agendas and developments around digital technologies and access. 	P/I	E
<ul style="list-style-type: none"> Detailed knowledge of electronic customer service delivery and the design and development of digital channels and transactional/mobile websites. 	I	E
<ul style="list-style-type: none"> Knowledge and understanding of communication, engagement and marketing tools. 	I	E
<ul style="list-style-type: none"> Strong knowledge of the digital inclusion agenda. 	P/I	E
<ul style="list-style-type: none"> Expert knowledge of digital communication platforms including social media, mobile devices, horizon scanning future opportunities and ability to use with ease. 	A/I	E
<ul style="list-style-type: none"> Digitally confident and adept in using online resources 	P/I	E
Skills and Abilities	Measure	Rank
<ul style="list-style-type: none"> Excellent coaching and mentoring skills. 	A/I	E
<ul style="list-style-type: none"> Well developed ability to identify new solutions and processes. 	I	E
<ul style="list-style-type: none"> Accurate and methodical in the preparation of documentation, data or information and ability to present information verbally at meetings and by undertaking formal presentations relevant to the designated audience. 	P/I	E
<ul style="list-style-type: none"> Well developed ability to manage a challenging workload under pressure and to deadlines, using own initiative and demonstrating skills in work prioritisation, organisation and time management. 	A/I	E
<ul style="list-style-type: none"> Strong communication, negotiation and interpersonal skills with the ability to deal with a variety of internal and external stakeholders. 	P/I	E
<ul style="list-style-type: none"> Well developed ability to deliver one to one and group support on all ranges of online technology. 	I	E
<ul style="list-style-type: none"> Enhanced interpersonal skills, able to engage, build and maintain networks, and the ability to command the confidence of stakeholders in the delivery of digital capabilities. 	A/I	E

<ul style="list-style-type: none"> Well developed ability to work with services to promote and influence online developments. 	I	E
Additional Requirements	Measure	Rank
<ul style="list-style-type: none"> Willing to work flexibly in accordance with policies and procedures to meet the operational needs of the Council 	A/I	E
<ul style="list-style-type: none"> Willing to undertake training and continuous professional development in connection with the post 	A/I	E
<ul style="list-style-type: none"> Work in accordance with the council's vision, priorities, values and behaviours 	I	E
<ul style="list-style-type: none"> Able to undertake any travel in connection with the post 	A/I	E