

JOB PROFILE

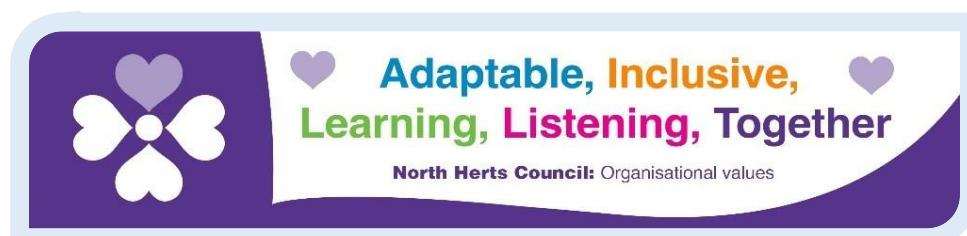
Job Title:	Digital Services Officer
Service Area:	Customer & Digital Services
Grade:	7
Reporting Manager:	Customer & Digital Project Manager
Direct reports:	None

Job summary:

To identify, analyse, and develop robust end to end digital processes and services whilst maintaining effective working relationships with Council services and partners to assist the Digital Transformation project team in ensuring new digital services are implemented that meet our customer's and staff needs.

Key responsibilities:

- Identify, analyse, and develop robust end to end digital processes and services.
- Develop and deploy digital customer solutions across a wide range of Council service areas.
- Manage and maintain close working relationships with services to identify (and support/facilitate others to identify) challenges that could be met through innovative service design solutions. This may include analysing demand and failure within a service, identifying root causes for that failure, framing problems, identifying desired outcomes and key measures.
- Undertake business process reviews to ensure customer journeys are streamlined and re-engineered, where appropriate, to enhance their suitability for digitisation.
- Work in collaboration with customer-facing council services to design and ensure delivery of a seamless, intuitive end-to-end customer experience in the customer journey. You'll be able to communicate with technical and non-technical audiences, bridging the boundaries between the two, to make sure users are getting what they need.
- Collate structured data and conduct process mapping to assist with assessment, planning, development, and testing.
- Create requirement specifications that provide digital solutions to enhance the customer journey and meet their service needs.
- Learn and keep updated about new products and technologies which could enhance digital services for customers.
- Complete end to end deployment of digital solutions, from initial planning and analysis through to testing and then going live in conjunction with key stakeholders.



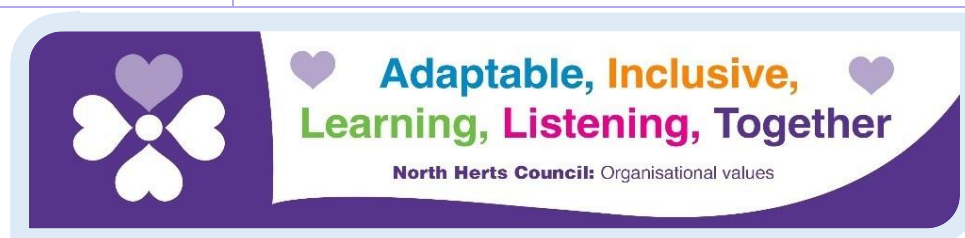
- Optimise the use of the low-code digital platform to ensure value for money and ensure maximum benefit is obtained.
- Contribute to the creation of digital services which will contribute to the overall saving target for the Council.
- Assist in the provision of staff training in relation to Digital services and the Customer Relationship Management (CRM) system including the development of training materials and help guides.
- Maximise the use of customer and staff feedback, data and insight through developing regular reporting and analysis to inform the future roadmap for the digital platform
- Utilise user experience and data analysis skills to ensure our customers are at the heart of everything we do
- Monitor the success of products you've launched and design and deliver iterative improvements to make them better meet customer needs
- Identify, record, report and mitigate any risks identified, whilst resolving any issues where necessary,
- Understand and anticipate the future needs of the service by horizon scanning the public service landscape and sharing information / specialist advice with key stakeholders and partners

Additional Responsibilities:

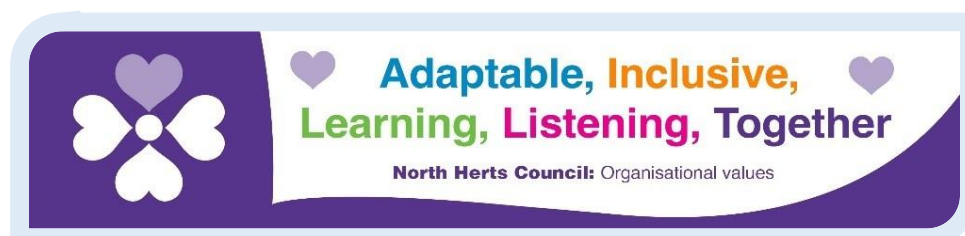
Please follow this link to read your general responsibilities:

[General responsibilities for employees | North Herts Council \(north-herts.gov.uk\)](https://www.north-herts.gov.uk/general-responsibilities-for-employees)

Key Requirements:		Essential desirable
Qualifications:	Educated to A Level standard, or equivalent	E
	Educated to Degree level - Applied Digital & Technology Solutions BSc (Hons)	D
Job related experience & knowledge:	Experience in designing, testing, and developing technical solutions using content management systems, form packages and Customer Relationship Management Systems	E
	Experience of business analysis and requirements gathering	E
	Experience of interpreting, summarising, and drawing conclusions from complex data to inform service improvement	E
	Demonstrable data-driven mindset and an aptitude for technology: experience of understanding and deploying tools, technologies and data that help the council deliver, manage, measure, and improve customer experience	E
	Excellent keyboard skills and use of Microsoft Windows and Microsoft Office suite of programmes	E



	<p>Excellent communication skills, both written, verbal, and presentational</p> <p>A good level of knowledge and understanding of the following:</p> <ul style="list-style-type: none"> • Information architecture skills • Structured database design. • Website accessibility and legal issues • XHTML, JavaScript, CSS (Front form design) • Meta-data standard • WCAG and some awareness of W3C standards • Service Design • Agile Methodologies <p>An understanding and application of service design principles</p> <p>Experience of product development and management within agile environments.</p> <p>Local Government – preferably service transformation, service design and IT project management.</p> <p>Experience of working on Public facing digital transformation projects</p> <p>Experience of assessing services giving constructive feedback</p> <p>Knowledge of Financial Regulations</p>	<p>D</p> <p>D</p> <p>D</p> <p>D</p> <p>D</p> <p>D</p> <p>D</p> <p>D</p> <p>D</p> <p>D</p>
<p>Skills & attributes required for the role:</p>	<p>Confident in conversing in fluent English which is sufficient to fulfil all aspects of the role.</p> <p>Able to work alone and as part of a team</p> <p>Able to use initiative, negotiate, explain, and persuade</p> <p>Able to work under pressure to meet tight deadlines</p> <p>Willingness to acquire new skills</p> <p>Adaptable to changing workloads</p> <p>Ability to work on multiple projects simultaneously</p> <p>Able to provide excellent Customer Service</p> <p>Flexible approach to work</p> <p>Able to support the delivery of the Council's ICT and Digital Strategy</p> <p>Experience of effectively communicating with internal and external stakeholders</p> <p>Experience of communicating technical complexity to non-technical audience</p> <p>Ability to learn new technologies quickly</p>	<p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p>



Other:	Experience of working as part of a team	E
	Manage own workload to ensure priorities and deadlines are met	E
	Promote change in a positive manner and strive for continuous improvement	E

Signed.....

Date.....

