

JOB DESCRIPTION

Job Title	Digital and Data Manager
Reporting to	Central Resources Director
Place of Work	Student Centre, University of York Students' Union
Hours of Work	35 hours a week
Salary	£34,071

Purpose of Role

Working as part of the Central Resources Directorate, the role of the Digital & Data Manager is to lead the SU's Digital function, enabling a strong digital portfolio and technical infrastructure, to support the Union's organisational and strategic requirements. This includes achieving effective supplier and stakeholder relationships, a user-first system portfolio and support service, and a purpose driven data management function and digital transformation program.

The post-holder will sit on the Central Resources Directorate management team, will be responsible for the organisation's Digital infrastructure, development, services and support - overseeing budgets and financial forecasting, project delivery, service design, and external and internal stakeholder relationships. The role will provide team management and ensure operational service delivery and digital development is effective, consistent, compliant, and meets the direction & principles outlined in the Digital Strategy. The post holder will contribute to the SU operational management team, ensuring Digital, Data and IT priorities endorse and empower the priorities and requirements of the organisation, and effectively communicate operational and strategic updates and manage stakeholder expectations.

The post holder will provide leadership for a Digital Strategy for York SU, and continually monitor and review this. The role will play a key part in driving forwards the Union's organisational strategy, advocating digital and data to empower the Union in supporting students.

Digital Development, Transformation and Strategy

- Oversee the management and development of the core digital platforms and IT infrastructure to maximise York SU's digital and data capabilities, promoting a digital transformation approach to improving and optimising Union activity.
- Provide digital transformation leadership to the organisation, enabling an effective work culture which embraces digital skills, tools and opportunities.
- Identify opportunities or efficiencies for digital solutions, utilising stakeholder relationships and data-informed insight to validate the direction of development.
- Build effective relationships with key suppliers and stakeholders to ensure support systems are well managed, SLAs are monitored and appropriate and timely support is available for escalated IT issues.

- Liaise regularly with key departments to ensure York SU's digital roadmap adequately reflects organisational priorities.
- Ensure the York SU Digital Strategy is developed and reviewed in consultation with key internal and external stakeholders, and that the roadmap and any changes are appropriately communicated.
- Analyse feedback from key stakeholders, ensuring an effective and relevant user-centric design model for the organisation's digital roadmap and strategy.
- Oversee and ensure that all user and systems data is kept within Data Protection Agreements and UK GDPR legislation, and to provide this information on the public website.
- Ensure core digital services are developed and delivered within budget and that all contractual commitments are met.

Digital Portfolio Management

- Ensure the delivery and maintenance of well-performing and effective IT solutions, which optimise organisational activity and reduce workflow bottlenecks or tensions for users.
- Ensure the optimisation of an accessible and usable digital experience through our IT solutions, for both staff and the student body.
- Maintain strong relationships with stakeholders, ensuring communication is effective in both understanding problems or tensions in organisational activity, and effectively sharing progress and updates of service delivery and development projects.
- Ensure performance monitoring and effectiveness of Digital and IT solutions, ensuring constant product iteration driven by a user-centric design model.
- Ensure the delivery of website development, ensuring a product development roadmap is developed, updated and communicated that meets business and key stakeholder needs.
- Ensure the delivery of an effective IT support service, including the provision of systems administration support, IT troubleshooting, and enabling digital efficiency and behaviours.
- Support the Systems Engineer and Digital Coordinator roles to ensure an effective asset and device procurement plan within the organisation's budget and in-line with service agreements with suppliers and the University.

Data management and transformation

- Design, maintain and communicate the organisation's data and information strategy,
- Provide guidance to the organisation for a data-informed approach to operational delivery, improving business insight and strategic performance,
- Oversee the delivery and maintenance of a centralised data and information ecosystem, which is developed in-line with the Union's digital infrastructure approach.
- Oversee an effective data transformation service to include:
 - Development of information dashboard products and/or data suite
 - Enable an information reporting framework for the organisation which enables consistent, accurate and purpose-driven reporting against the organisation's information and insight needs.
 - Work closely with the SU's research function to ensure the data strategy supports and enables the delivery of information and insight through research.
- Work closely with the SU's Communication function to ensure the data strategy support and enables the delivery of impact reporting and/or comms.

Team leadership and operational management

- Provide line management support and guidance to the Digital team.

- Support the personal and professional development of the Digital team. Ensure appropriate objectives are set and monitored for staff to advance professional development, support operational priorities and align with the Digital Strategy and York SU's Strategic Plan.
- Create and promote an open and inspiring work environment with an open and supportive communication culture.
- Maintain and communicate an effective operational plan, ensuring the workloads of team members are appropriately managed and prioritised.
- Monitor working time and attendance of staff in accordance with York SU policies, and encourage an effective work-life balance.

York SU's Values and Behaviours

- To work with us, we expect our staff to uphold our core values and behaviours. These are:

Ambition

We are unashamedly ambitious. Students and their success is the reason we exist, and we will do everything in our power to work to their unique needs, journeys, experiences and communities.

Innovation

We're not afraid of failure. We bring creativity, sensitivity and integrity to all our work meaning that when things don't pan out how we expected, we own it, learn from it and always try again.

Social Conscience

We are bigger than just ourselves. We care and are committed to our vibrant community, celebrating and encouraging difference and diversity.

Authenticity

We are authentic and honest - building trust, rather than just focusing on our own power, privilege and legitimacy. We are always open about the needs, complexities, opportunities and challenges we all face now and in the future.

Partnership

We recognise we can't work alone - we know and are open about our limitations and believe that collective action and solidarity is what makes our work special. We weave and connect what already exists, build on common ground and focus on what unites us rather than divides us.

General Notes

- The principal role and responsibilities will change from time to time and the post holder is required to undertake any additional duties as deemed appropriate.
- Staff are required to have a Personal Development Plan and to participate in training, meetings or conferences considered relevant to their job.
- Staff must carry out their duties with full regard to the rules, procedures and conditions of service contained in the Staff Handbook.
- A condition of employment is that all staff are expected to assist in key events throughout the year e.g. Freshers' Fair, Student Balls and any other key events, including elections if necessary.
- Staff are expected to portray a positive image of the Students' Union, both internally and externally, by displaying integrity, punctuality, politeness and professionalism.

- To uphold York SU's environmental and sustainability aims, ensuring good practice is met.
- To abide by York SU's constitutions and policies.
- To work within, promote and uphold the student-led and democratic ethos of the Students' Union.
- York SU envisages that this post will develop through time and that the post-holder is expected to be proactive in pursuing these changes.

Person Specification

	Essential	Desirable	How Assessed?
QUALIFICATIONS			
Educated to University standard or equivalent professional experience.	X		
Evidence of relevant continuing professional development	X		
EXPERIENCE			
Experience of operational management in a digital or IT capacity	X		
Experience of strategic planning or design		X	
Experience leading on digital transformation projects within an organisation	X		
Experience of leading and delivering projects	X		
Experience of regularly monitoring performance against KPIs, objectives or SLAs	X		
Experience in optimisation of processes through digital transformation	X		
Experience of liaising with multiple stakeholders and suppliers, communicating effectively and flexibly	X		
Experience of line-managing staff, supporting the personal and professional development of staff members	X		
Experience of managing a team with budgetary and staff responsibilities		X	
Experience analysing feedback alongside quantitative data to form an accurate perception of user needs and requirements	X		
Experience managing supplier contracts and relationships	X		
Experience of data modelling and entity relationship diagramming		X	
Experience providing technical support or training to people, and compiling user documentation		X	
ROLE / SYSTEMS KNOWLEDGE			

Knowledge of an agile approach to development or project management		X	
Knowledge of GDPR, data security and ethical data management	X		
Knowledge of user experience design principles and usability testing	X		
Knowledge of good digital accessibility practices, and familiarity of WCAG	X		
Knowledge of supporting and integrating cloud-based SAAS solutions into a complex organisation	X		
Knowledge of front-end web development and CMS systems		X	
An understanding of cyber security best practices		X	
SKILLS			
Excellent communication and influencing skills; able to adapt communication style to suit audience, and communicate information persuasively to a range of audiences	X		
Demonstrate strong analytical skills; able to navigate large sources of information and assimilate complex data to understand problems and inform decision making	X		
Highly organised in managing a complex workload, meeting deadlines and prioritising competing demands	X		
Ability to think creatively to develop new ideas, opportunities and partnerships	X		
Demonstrate a technical mindset to break down complex problems or tasks	X		
Big-picture and strategic thinking, whilst remaining detail-oriented and conscious of the short-term	X		
Ability to explain technical issues and solutions to non-technical users without the use of jargon	X		
PERSONAL QUALITIES			
A user-driver approach to service delivery and improvement	X		
Collaborative approach to work, seeking and developing partnerships and collaborations where possible	X		
Flexible and adaptable to suit both individual user and organisational needs	X		
Strong interpersonal communication skills, able to build and maintain strong relationships with key stakeholders	X		
Self-motivated and driven; able to work with minimal supervision	X		
Ability to work in a confidential and professional manner	X		

Detail-oriented, ensuring high quality work	X		

A= Application Form, I = Interview, T= Test