



Job Description

Post Title: Digital Transformation Officer

Service: Digital Services Team

Grade: H

Responsible To: Digital Services Team Manager

Job Summary: The Digital Transformation Officer will play a pivotal role in driving the digital transformation agenda within Tunbridge Wells Borough Council. This role involves collaborating with various teams to analyse and document existing processes, redesigning these interactions with a user-centric approach, and leveraging digital solutions to streamline operations and eliminate inefficiencies. The officer will also be responsible for benchmarking current processes, establishing monitoring mechanisms, and ensuring the successful implementation of digital redesign efforts.

Main Activities:

- **Process Analysis and Redesign:**
 - Collaborate with teams across the organisation to analyse and document existing processes from customer interaction to back-office operations.
 - Redesign processes with a focus on user-centricity, leveraging digital solutions to streamline operations and eliminate inefficiencies.
 - Create benchmarking analysis of existing processes to determine the impact and feasibility of transformations.
- **Project Management:**
 - Manage transformation projects and improvement reviews, including other team members and officers from around the organisation.
 - Lead small to medium-sized projects, liaising with key stakeholders such as service managers, software providers, and consultants.
 - Ensure projects are delivered with an Agile approach, allowing for changes to business needs or requirements.
- **Data Collection and Analysis:**
 - Identify information required to understand service performance and liaise with service areas to collect and analyse data.
 - Conduct consultations, including focus groups, surveys, and user research with staff and customers, and report the results.
 - Use data analytics to identify patterns and trends, and predict and measure the savings, efficiencies, and service improvements from transformation projects.
- **Stakeholder Engagement:**
 - Build and maintain good working relationships with operational staff and managers involved in transformation projects.
 - Engage with project stakeholders at all levels, from service managers to Management Board and elected Members.
 - Work closely with external partners, including other councils, government departments, and software providers.
- **Reporting and Documentation:**

- Prepare reports based on research, analysis, and the cost and benefits of new digital processes.
- Contribute to building business cases where investment is required.
- Document decision-making processes to reduce the likelihood of miscommunication and revisiting changes.
- **User-Centric Design:**
 - Plan and carry out user research to understand the target audience, including their behaviours, needs, and preferences.
 - Ensure service redesigns consider both digitally enabled customers and those who are not.
 - Align business goals with user needs to create functional, user-friendly solutions.
- **Compliance and Accessibility:**
 - Ensure that redesigned services comply with legislative and legal requirements.
 - Consider accessibility standards and assistive technology in the design of digital services.
- **Travel Requirements:**
 - Able to travel to various Council-operated sites within the Tunbridge Wells borough and, when necessary, to other local authority areas in Kent.

NB This job description is not intended to be an exhaustive list of all the tasks and responsibilities of the post. In line with Service needs, some tasks may need to change and any changes will be made in consultation with the postholder.