



JOB DESCRIPTION (JD) AND EMPLOYEE SPECIFICATION (ES) Manager Template

JOB TITLE:	Strategic Manager - Applications & Digital Services		
GRADE:	G13	SERVICE AREA:	Applications & Digital Service
JOB CODE:	RT351STRAG13		
REPORTS TO:	Head of ICT	LOCATION:	As Reasonably Determined
SPECIAL CONDITIONS:	<p>Availability outside normal working hours as may be reasonably requested.</p> <p>To work closely with the Portfolio holder responsible for ICT and other elected members.</p> <p>Attending cabinet and scrutiny panels with elected members when required.</p> <p>This post is covered by the Government's Code of Practice on the English Language Fluency Duty for public sector workers. The post holder will be required to communicate verbally with customers and provide advice and/or information in accurate spoken English.</p>		
<p><i>At Walsall Council, we believe that people are at the heart of everything we do. In our work, the way we listen and respond to our customers and colleagues will determine the way we grow and bring Council's vision to life. To succeed, we must push the boundaries of customer service and added value - outstanding is the new standard and the new routine. Using evidence-based insight into solving problems, managers will create an environment that provides opportunities for all individuals and communities to fulfil their potential. As leaders of people, managers will:</i></p> <ul style="list-style-type: none"><i>Work collaboratively to develop strong working relationships and provide a bridge between the council and the communities it serves;</i><i>Embrace change and strive for improvement continuously;</i><i>Provide value for money to ensure services are delivered in a timely fashion, combining sustainability with quality;</i><i>Challenge the status quo, enable and empower, act with integrity.</i><i>Together, they will deliver services that the people of Walsall will be proud of.</i>			
1. Corporate duties and accountabilities:			
<ul style="list-style-type: none">The post holder will comply with and promote the Council's Health, Wellbeing and Safety at Work policies and ensure these are implemented effectively within his/her areas of responsibility.			

- A priority for the Council is the protection of vulnerable people, ensuring they are able to live as independently as possible. The post-holder will promote and engage with Council's responsibility to safeguard the welfare of children, young people and adults, and protect their right to be safe from harm.
- Through personal commitment and clear action, the post-holder will promote the Council's employment policies, with particular reference to diversity, equality of access and treatment in employment, service delivery and community involvement. To support/develop a working culture within these services that reflects the corporate vision.
- Ensure that the services provided aligned to the Council Corporate Plan, vision, aims, objectives, priorities and continuous improvement programme and play their part in achieving these. This includes compliance with Standing Orders, Financial Regulations, Code of Conduct and the Councils Policies and Procedures.
- This job description sets out a summary of the duties and accountabilities of the role. It is not intended to be exhaustive.

2. Main purpose of the job role:

- This post forms part of the senior management team within ICT and the postholder will work effectively and collaboratively with their peers and contribute to the successful delivery of the ICT services and changes required.
- Responsible for the implementation and maintenance of strategic technology digital solutions and related processes to enable the delivery and continuous improvement of customer services and ensuring council services are effective and efficient.
- The postholder will be responsible for reviewing the effectiveness of the corporate application portfolio, working effectively with service leads to identify when systems require a refresh or replacement. This role will ensure that elements of the current ICT strategy are revised and transferred into the council's Digital Strategy which will take effect from 2022.
- Responsible for managing the successful implementation of the council's systems roadmap which considers the applications lifecycle management, ensuring applications are fit for purpose and conform to agreed architectural standards (including Enterprise Resource Planning (ERP), Customer Relationship Management System (CRM), Web and Content Management Systems (CMS), Geographic Information Systems (GIS) as well as Line of Business Applications (LOB), Business Insights solutions and robotic automated processes, together with data management and appropriate process integration.
- Responsible for development of technical specifications and tender documentation for applications and services related to implementing new functionality, ensuring that all systems are procured in line with council procurement advice and aligned to the technical design principles.
- Responsible for ensuring appropriate professional and technical working practices are deployed and sustained within the Applications and Digital Team. Enabling the team to apply the appropriate methodologies for successful and timely application design, development and delivery using methods such as agile project management, scrums, minimum viable product, waterfall development techniques and utilising DevOps environments.
- The role will be responsible for ensuring high levels of service availability including maintaining existing systems. Ensuring that service levels are effective and efficient, shared with customers and that necessary costs and resource requirements are managed effectively.

- The role will be required to engage with third party suppliers, senior management, Members, key stakeholders and business users to ensure the applications service is supporting business goals and priorities.
- The role will investigate the opportunities to consolidate shadow IT functions, outwith the services, which could be either more effectively delivered through automated processes or be incorporated within Applications and Digital service provision.
- Working closely with senior managers from the business area using the applications, the postholder will ensure that business continuity, particularly disaster recovery considerations are incorporated into new and existing system reviews.
- Any other duties that fall within the scope of this grade

Additional Information

Support Service

- Provide advice, system knowledge and technical expertise to all business areas, project teams and external suppliers and service providers (e.g. managed service providers, consultants, strategic partners, business leads).
- Provide advice and guidance to senior business stakeholders and senior ICT management with regard to technical specifications and business solutions deciding on what is purchased, from where, at what price and when.
- Ensure appropriate processes and controls are in place to carry out application capacity planning and proactively identify changes required to software and underlying databases and ensure that identified activities are carried out.
- Ensure appropriate processes and controls are in place to design, plan, manage and facilitate the integration, testing and maintenance of ICT systems & applications ensuring all quality, asset management and configuration management processes are followed.
- Ensure processes and controls are in place to create, configure and update applications and interfaces in line with notified changes in accordance the ICT change control procedures
- Document all production, support and development activity and handover new support processes/documentation to the supporting teams.
- Create and develop documentation of applications and database systems management procedures and the current/future applications and database systems architecture. Ensure other staff update and maintain documentation as appropriate
- Procure 3rd party software, services and ancillary equipment in accordance with Council procurement procedures.
- Review change requests and assess their impact on the production environment and advise of any foreseen issues.

- Lead and co-ordinate the Applications and Digital Team in providing support and maintenance, undertaking system fixes and configuration of applications.
- Ensure the team are able to provide support to users, ICT service desk and other ICT officers to resolve routine and complex application service calls including Incidents, Problems and Service Requests.
- Manage escalations and throughout the escalation process, maintain regular communication with the Head of Service, the ICT Service Desk, Service Delivery Managers, third parties and customers to ensure that customer expectations are managed.
- In cases of Severe Service Disruption (SSD) or where there is disruption to members of the public take ownership of the issue and manage it through to resolution.
- Manage enquiries and requests regarding systems policy, operation and information from authorised sources. This includes the police, internal and external audit and other officers.

Change and Development

- Design and plan systems implementation strategy and methodologies over the next 5-10 years.
- Innovate, initiate, build and suggest new technology or methodologies for software development, database management and other areas of ICT as part of a continual service improvement
- Provide technical assurance and sign-off of formal documented responses to customer Service Change Requests in accordance with the ICT procedures
- Provide technical assurance and sign-off of detailed technical specifications produced from High Level Design specifications.
- Analyse and interpret complex customer requirements and provide technical assurance and sign-off of High Level Design specifications to a high technical quality.
- Provide specialist advice and guidance regarding software and database design and build.
- Provide technical assurance and sign-off of complex software solutions built by the developers or third parties.
- Provide specialist advice and guidance regarding the build/modification of interfaces including validation and error correction procedures, processing rules, access, security and audit controls, recovery routines and contingency procedures
- Provide specialist advice and guidance regarding the thorough testing of all developments against the agreed testing approach in preparation for release.
- Provide support to project managers to produce designs and specifications and translate complex customer requirements

- Ensure that all software development is carried out to the required design, standard and plan and that the correct processes are adhered to.
- Provide regular progress reports for all stages of software development projects highlighting achievements, deviations and issues raised and resolved.
- Provide reports on the outcomes of testing and identify potential improvements to the process and to the software products according to agreed designs and standards
- Ensure that all development activity is appropriately documented and communicate new support processes/ documentation of new functionality to the appropriate ICT teams
- Manage the process of handover of developments into support.
- Contribute to post-implementation reviews for development activities to determine whether the anticipated benefits are being realised and take action as appropriate.
- Ensure that the implementation and release of changes to the production environment is carried out according to the current process and protocol

3. Role specific duties and accountabilities:

Horizon Scanning

- Identifying and creating solutions to solve issues and risks within functional area.
- Keeping abreast of technology advancements and ensuring that the Council adopts new technology and exploits existing technology to create better outcomes
- Monitoring business requirements and providing modifications to existing Applications portfolio to reflect existing and future customer needs
- For any new software that is introduced to the organization, the Applications & Digital Manager shall create, develop and oversee protocols and procedures for its usage.

Leading People

- Working closely and in partnership with colleagues across ICT and the wider business
- Possess an ability to influence the organization and partners, and to push back where necessary
- Providing thoughtful leadership to partners and stakeholders in determining which Applications solutions will enable the Council to achieve defined business goals
- Conduct Annual Performance Conversations (APCs) of Team Members and contribute to the APC's of other team members.
- Plan and undertake all aspects of effective staff management, in accordance with good management practice and prevailing human resource policies and procedures. This includes: -

- Provide supervision, consultation and support to staff in the section, in line with council personnel policies and procedures.
 - Undertake regular individual performance management sessions with staff, to set and monitor individual targets and identify and respond to their personal development and training needs.
 - Hold regular team meetings and seek opportunities to promote teamwork.
 - Comply with and assist in implementing the council's health and safety policy, standards and procedures.
 - Effectively manage resources within the team, deploy human resources, plan activities, and achieve deadlines to achieve the purpose of the job.
 - Recruitment, selection, training and development of staff.
 - Applying the council's disciplinary and absence management procedures.
- Manage and lead others in the technical resolution of high profile incidents and Severe Service Disruptions such as loss of service of a key application or missing or erroneous financial interfaces.

Managing Resources

- Prioritising and allocating resources by focusing on the balance of business objectives and business workflow, business requirements and processes identified by the product areas, their teams and managers
- Project manage the build-out/delivery, which includes regular follow-up to make sure tasks are implemented per the agreed schedule and work with the team if issues are identified to get them resolved
- Responsible for managing budgets and contracts associated with Applications & Digital Services

Managing Performance

- Evaluating the ICT function as a component of the organisation as a whole and then developing strategies within the Applications and Digital team which will help ICT better align itself with the Council's corporate plan.
- Reviewing the work done by the Applications and Digital function, and ensuring that it is up to standard in line with the Council's policies and processes
- Responsible for ensuring that third party suppliers fulfil their contractual obligations, taking remedial action as and when appropriate.

Managing Self

- Honing the ability to project manage and people manage, whilst ensuring a timely delivery of services
- Status reporting throughout the project with appropriate Stakeholders, including meetings as needed to provide a forum for issue/risk identification and remediation, and to progress decisions needed throughout the engagement

- Constantly reviewing for new and innovative ideas to improve the Applications function within the council

4. Key stakeholders and reporting lines

- **Stakeholders:** Customers within the Council, Elected Members, Citizens using Digital Platforms, Senior Leadership Team
- **Reports to:** Head of ICT
- **Responsible Over:** Applications Support & Development Team, Digital Team, Geospatial Team (approximately 14 team members)



JOB TITLE Strategic Manager – Applications & Digital Services	GRADE G13	
Using the Job Description consider what essential behaviours, abilities and knowledge are required by a person to perform each of the main activities and accountabilities of the job safely and effectively.	Indicate when Assessment is possible: at Application form =A interview=I both=A/I test = T	WEIGHT CODE shows relative importance Low=1 Medium=2 High=3
Behaviours: refer to corporate behaviours document		
Professionalism - Actively seek ways to prevent over-complication or confusion of service delivery through innovation, being open to change and the removal of barriers including challenging negative behaviours.	A/I	3
Leadership - Leads by example, optimising those resources allocated, Communicates clearly taking account and welcoming feedback. Takes a positive and resilient approach to change understanding the longer-term vision of the Council and/or service areas.	A/I	3
Accountability - Adopt a 'can do' attitude in the work that I deliver taking accountability for my own performance and development and responsibility for my actions and decisions. I will demonstrate inclusivity and promote the values of diversity and equality.	A/I	3
Transparency - Work with others to reach a common goal; sharing information, supporting colleagues and searching out expertise and solutions from relevant partners and/or communities we serve.	A/I	3
Ethical - Aware of own impact on others through valuing openness, treating everyone with respect and listening carefully to understand the views of others in order to build trust.	A/I	3
Abilities/Skills: (refer to JE guidance document)		
Extensive and demonstrable experience of implementing, adapting, developing and supporting current Microsoft technologies	A/I	3
Extensive demonstrable ability to architect software and design and build solutions based on, but not limited to Microsoft technologies	A/I	3
Extensive and demonstrable experience of developing and supporting digital developments, underlying platforms and content management systems.	A/I	3
Extensive and demonstrable experience of developing and supporting enterprise solutions and line of business applications, including those provided by 3 rd parties	A/I	3
Able to analyse and interpret complex customer requirements, evaluate options & varied information and present a sound business case	A/I	3

Able to manage projects to agreed quality, timescales and ensuring value for money whilst following and adhering to procurement guidelines and operate in a rapidly changing financial and technical environment	A/I	3
Able to exchange complex, contentious and sensitive specialist information, orally and in writing, with a range of specialist and non-specialist audiences	A/I	3
Able to manage and deal with unanticipated problems some of which may be causing severe disruption to service and demonstrate leadership qualities and be capable of taking a lead role in initiating and delivering to tight deadlines and timeframes	A/I	3
Able to manage own and others workload and performance and consistently meet deadlines and performance targets	A/I	3
Able to build and maintain effective professional working relationships at all levels across the organisation, including employees, managers, directors, elected members, other stakeholders, contractors and auditors whilst dealing with challenging, emotional or sensitive demands	A/I	3
Able to inspire and encourage the team to deliver excellence, demonstrating effective and extensive experience of managing, leading and motivating	A/I	3
Able to manage and deal with unanticipated problems some of which may be causing severe disruption to service and demonstrate leadership qualities and be capable of taking a lead role in initiating and delivering to tight deadlines and timeframes, whilst remaining calm and focused.	A/I	3
Knowledge/Experience: specify type, level and qualitative (not quantitative required); if any.		
Significant technical knowledge and demonstrable experience of leading technical teams within the areas of Software Development (including cloud), applications development and integration, digital and data insights across a number of environments.	A/I	3
In depth knowledge and significant demonstrable experience of application life cycle management methodologies and in particular application integration.	A/I	3
In depth knowledge and significant demonstrable experience of big data architectures and how to convert complex dispersed data sets to executive level Insights.	A/I	3
In depth knowledge and significant demonstrable experience of implementing Technology Standards / Roadmaps / Software Development Lifecycle Management / Data Management & Insights within a large organisation.	A/I	3
Significant and demonstrable experience of implementing and ensuring compliance with technical standards in order to support enterprise architecture principles.	A/I	3
Demonstrable experience of using agile deployment techniques.	A/I	3
Demonstrable experience of cyber security and cloud technologies	A/I	3
Knowledge of emerging trends in technologies and development and support best practice.	A/I	3

Significant practical experience of implementing systems & applications which are compliant with current standards such GDS, PCI, PSN.		A/I	3
Demonstrable experience of budget management, supplier management and contract management.		A/I	3
Qualification: Specify any qualifications that are a minimum requirement, please include any equivalent qualifications that would be deemed acceptable or if this can be obtained through on the job experience.			
Possessing a relevant degree or equivalent relevant qualification and able to evidence substantial experience leading an ICT Applications Support/Development function (preferably with Digital and GIS) and having attained relevant qualifications such as ITIL, Project Management Prince2, Scrum Master (or equivalent)		A	
Other Essential Requirements			
An awareness of, and commitment to, equality of opportunity			3
Awareness of, and commitment to, confidentiality and handling data			3
The ability to communicate verbally with customers and provide advice and/or information in accurate spoken English is essential for the post.			3
Prepared by:	Sharon Worrall Carol Williams Sharon Clarke	Date: 03 March 2021 Revised: 18 May 2021	