

Job Profile

Job Title: Digital Inclusion Lead

Job Grade: Level 5, Zone 1

About Camden

'Camden is building somewhere everyone can thrive, by making our borough the best place to live, work, study and visit. Because, we're not just home to UK's fast-growing economy. We're home to the most important conversations happening today. And we're making radical social change a reality, so that nobody gets left behind. Here's where you can help decide a better future for us all.

Our ambition is to deliver a step-change in the way our council operates, becoming even more citizen-centred, insight-led and digitally inclusive. As such we now require a Digital Inclusion Lead within our Digital and Data Service (DDS) to help shape our journey and deliver a key workstream within our council wide strategy.

We are looking for a self-starter who can demonstrate a track record of delivering positive results using clear set of success metrics. Particularly important is an entrepreneurial mindset and the ability to build strong relationships as the successful candidate will need to push boundaries and work closely with a diverse set of stakeholders across our organisation - challenging and collaborating in equal measure.

If successful, you will be joining one of the most ambitious, pioneering and intellectually challenging places to work in local government, where your leadership will provide a tangible and real difference in people's lives.

About the role

Even before the COVID-19 pandemic, there was an increasingly strong connection being made between fundamental human rights and access to technology and the internet. Those who are either unable or unwilling to engage with digital services risk becoming isolated from their friends, families and communities, resulting in a negative impact on their health, wellbeing and economic status.

It is the explicit policy of Camden Council to ensure that all our services are made available to all of our citizens, regardless of their personal circumstances. This includes those with disabilities, those suffering economic hardship, or those with limited digital literacy. We are actively seeking opportunities to lower the barriers to participation for those who wish to get involved and increase the appeal for those who presently do not wish to take advantage of the significant benefits associated with internet access.

The scope of our ambition goes well beyond access to Council services, extending to ensure that all citizens get access to the same economic opportunities regardless of their access to technology, ability or status.

As such we require an experienced digital inclusion specialist to lead the borough's response to digital exclusion as part of a broader commitment to tackle systemic inequalities in our community

Key Accountabilities:

- Lead and deliver our council wide digital inclusion programme on behalf of the Chief Digital and Information Officer – addressing the digital exclusion of Camden's residents spanning all the council directorates. Working with digital, data and policy design colleagues to develop a clear and highly measurable plan to deliver on Camden's ambitions
- Lead and facilitate the co-design of specific new Digital Inclusion initiatives – working alongside Digital Inclusion Associate to project manage projects into delivery
- Help build a network of Digital Ambassadors and Champions, defining the roles and enabling training for council staff so they can provide digital assistance to residents and / or signpost them to digital skills training.
- Develop action plans with our VCS (Voluntary and Community Sector) partners and community organisations to better understand challenges and improve their digital capabilities.
- Build out our relationships with private sector CSR representatives in the borough
- Share digital inclusion best practices with council teams, councillors and others who regularly interact with residents.
- Maintain our participation in all LOTI Digital Inclusion activities.
- Work with our data specialist to create and embed a consistent assessment of digital needs across council services
- Become a key stakeholder in helping define Camden Design System accessibility standards for all digital products and services.
- Manage, mentor and motivate a Digital Inclusion Associate who will be starting at the same time as this role

- Build strong links with the STEAM (Science, Technology, Engineering, Arts and Maths) Commission, which is focused on helping young people benefit from the global organisations working in Camden.
- Keep abreast of latest policy ideas and best practice related to Digital Inclusion.

About you

You are passionate about making a real difference to residents, you will bring with you genuine expertise and enthusiasm around digital inclusion. This will be supported by least 2 years' experience of leading community based digital inclusion initiatives for a public or private sector organisation.

You will have experience of leading and delivering large change programmes including agile / design thinking methodologies. Well versed at translating strategic objectives into operational plans and experience of working directly with vulnerable or excluded groups to understand their lived experiences and aspirations

You will have a good understanding of equalities, diversity and inclusion trends, barriers and strategic responses. Specifically, we are looking for someone with a deep understanding of the structural and human barriers to digital inclusion and how they are effectively addressed and a strong understanding of assistive technology market, high speed broadband rollout, and digital skills product and service sector

You will be able to demonstrate experience of establishing and building relationships within a complex policy and service environment with senior managers / councillors, and a wide range of other bodies, such as partner organisations, communities, public agencies and statutory bodies and have the ability to deploy advanced interpersonal skills to inspire, motivate, coach and develop team members to high levels of performance.

Desirable

- Experience of working effectively with voluntary and community groups and how this differs to other sectors
- A good knowledge of Camden Borough and its communities

- Demonstrable evidence of delivering innovation in the Digital Inclusion space.
- Experience in identifying and securing new funding, ideally from central government, philanthropic organisations or commercial bodies via corporate social responsibility initiatives
- Experience in leading and managing multi-disciplinary teams, including matrix management
- Knowledge of the issues facing local government and those relevant to service/functional responsibilities

Work Environment:

A flexible mix of home and office working, with the ability to work in Camden's head office at 5 Pancras Square some of the week.

People Management Responsibilities:

Line management of the Digital Inclusion Associate.

Relationships:

This role will work closely with the Chief Digital & Information Officer (CDIO), the Inclusive Economy Team, Corporate Strategy and Policy Teams, Corporate Procurement, the Head of Technology, Technology Adoption Manager and many colleagues across the Digital & Data Service (DDS). You will also build working relationships with external partners, including central government, philanthropic organisations and commercial bodies and suppliers.

Over to you

We're ready to welcome your ideas, your views, and your rebellious spirit. Help us redefine how we're supporting people, and we'll redefine what a career can be. If that sounds good to you, we'd love to talk

Is this role Politically Restricted?

Some posts at Camden are politically restricted, which means individuals holding these posts cannot have active political role. For a list of all politically restricted roles at Camden [click here](#).

Diversity & Inclusion

At Camden, we value and celebrate difference and encourage diversity in all respects. Our diverse workforce ensures we represent our communities to the best of our ability and enables us to make better decisions. Because of this, we particularly welcome applications from Black, Asian and those of other non-white ethnicities, those who identify as LGBT+, neurodiverse and disabled people.

Agile working

At Camden we view work as an activity, not a place. We focus on performance, not presenteeism. We create trusting relationships, we embrace innovation rather than bureaucracy and we value people. Collaboration is the Camden way, silo working isn't.

At Camden we are proud to be one of Hire Me My Way's inaugural campaign supporters. Hire Me My Way is a national campaign led by Timewise, designed to increase the volume of good quality jobs that can be worked flexibly in the UK (www.HireMeMyWay.org.uk). Hire Me My Way aims to treble the number of available good quality flexible jobs to 1 million by 2020.

Asking for Adjustments

Camden is committed to making our recruitment practices barrier-free and as accessible as possible for everyone. This includes making adjustments or changes for disabled people, neurodiverse people or people with long-term health conditions. If you would like us to do anything differently during the application, interview or assessment process, including providing information in an alternative format, please contact us on 020 7974 6655, at resourcing@camden.gov.uk or post to 5 Pancras Square, London, N1C 4AG,

Note:

This document is for use during recruitment, setting objectives as part of the performance management process and other people management purposes. It does not form part of an employee's contract of employment.