Director of Digital Transformation

Dear Candidate,

This is a pivotal time for all of us working in social care. The pandemic has highlighted the critical role that adult social care plays in underpinning our society's wellbeing and as we emerge from the restrictions, Skills for Care has an important role to play in equipping those who work in the sector to deliver safe, effective, personalised, and responsive care.

It is also a pivotal time for Skills for Care. With a CEO who started at the beginning of the pandemic, a new Chair starting next year, several new senior Leadership Team members and many other passionate and talented colleagues, as well as a new strategy and a track record of high-quality work, this is an exciting time to work with us.

Technology is already changing the way in which we deliver care and will play an increasingly important role in supporting the future delivery of health and social care services. We want to share best practice, support organisations in adult social care to adopt new technologies and support people working in social care to embrace the opportunities which technology has to offer. Furthermore, we know that we can do more ourselves at Skills for Care, to maximise digital capabilities, enabling us to gather data and evidence across the sector to influence policy and practice.

In our new Director of Digital Transformation role, we are seeking an energetic and passionate leader, with a strong track record of driving digital transformation both internally and to influence practice externally. You may not come from the social care sector, but through your experience you will enable Skills for Care to transform digital use in social care, through impact led and evidence-based ways of working. We will be looking to your expertise, honesty and leadership ability as we galvanise our staff and stakeholders and work across the sector to enhance the quality of care.

Highly effective communication and interpersonal skills are also a must, and we need someone who can balance an emotionally intelligent leadership style with integrity and professionalism and the focus to get the job done. Whatever your background you will share our vision for a diverse and inclusive social care workforce that is supported and equipped to deliver their very best. This is a role rich in both complexity and opportunity. If you believe that you bring the leadership agility to deliver real impact in the sector, we'd love to hear from you.
Best wishes,

Oonagh Smyth
Chief Executive

Skills for Care is the strategic workforce development and planning body for adult social care in England.
We work with employers, Government, and partners to ensure social care has the right people, skills, and support required to deliver the highest quality care and support, now and in the future.
Our role is to respond and adapt to the emerging trends and needs within social care, using data and evidence to drive forward widescale change. We provide best practice, tools, resources, and intelligence to support workforce recruitment, capabilities, and culture.

All our work is collaborative. By working with our partners, we can bring together a vast array of expertise, support, and influence – which in turn increases the impact and reach of our work.

We're a trusted independent charity with over 21 years' experience in workforce development, working as a delivery partner for the Department of Health and Social Care (DHSC).

We believe it is vital that we think and talk about adult social care in terms of what it adds to our communities and our families, and what it adds to the economy. Adult social care in England contributes £50.3 billion per annum to the economy. Our new policy and public affairs work and our unbeatable workforce dataset are designed to help parliamentarians and key partners understand that investing in our workforce, through professionalisation and valuing the workforce, will attract people to work in the sector, will fill existing vacancies and ultimately benefit local economies.

We are committed to driving evidence-based change for the sector which will ultimately benefit everyone who works in or uses adult social care. We have rich data on all aspects of the adult social workforce from our Adult Social Care – Workforce Data Set (ASC-WDS) which is funded by DHSC. More than 20,000 employers contribute data from around 700,000 worker records to the dataset. The data we have collected through ASC-WDS over the last decade allow us to not only understand what is happening in adult social care, but also make projections for the future.

Our practical support at a national and regional level helps leaders and managers recruit develop and lead their staff as well as helping to retain them from entry level right through to senior leadership and management roles.

Our vision is of a fair and just society, where people can access the advice, care and support they need to live life to the fullest.

Our mission is to support and empower current and future social care leaders, employers and the wider workforce.
In pursuit of our mission and vision, over the next four years, we will pursue **four strategic priorities** that will help shape the make-up of the adult social care workforce, drive forward reform and ensure that social care is seen as a valued and worthwhile career. Our approach will evolve over the years to reflect feedback and the changing landscape.

1. **Increasing workforce capacity** – We are all living longer, and this has implications that we need to be prepared for. We know that more people need support and the people who need support have more complex needs than they might have done in previous decades. The social care workforce must reflect this reality and our mission is to make sure we have the right number of people, with the right values and behaviours, working in social care now and in the future. The Director of Digital Transformation will have a key role in sponsoring this strategic priority.

2. **Supporting workforce capabilities** – People working in adult social care have a vital role in society and deserved to be recognised as such. Our mission is to ensure staff have the right skills, knowledge, competencies, values and behaviours to meet current and future needs in our communities.

3. **Improving the social care system** – One of our core roles is to look to the future needs of the adult social care sector and drive forward positive change. We want to make sure adult social care is well funded, supports people to live the lives that they choose and attracts the right people to the workforce.

4. **Supporting culture and diversity** – The strength of social care is in celebrating, valuing and recognising what makes people unique. We want to ensure the workforce is treated equally, feels included and valued, and is supported to stay well and pursue their careers in social care.

I Inclusive
We work together to create inclusive positive cultures where people are supported to feel safe, valued and respected.

M Motivated
We are **motivated** to make a difference for people who work in and draw on adult social care.

P Passionate
We are **passionate** and proud to be part of a sector that makes such a valuable contribution to society.

A Ambitious
We are **ambitious**, for adult social care because we know what a difference it makes to people's lives and our communities.
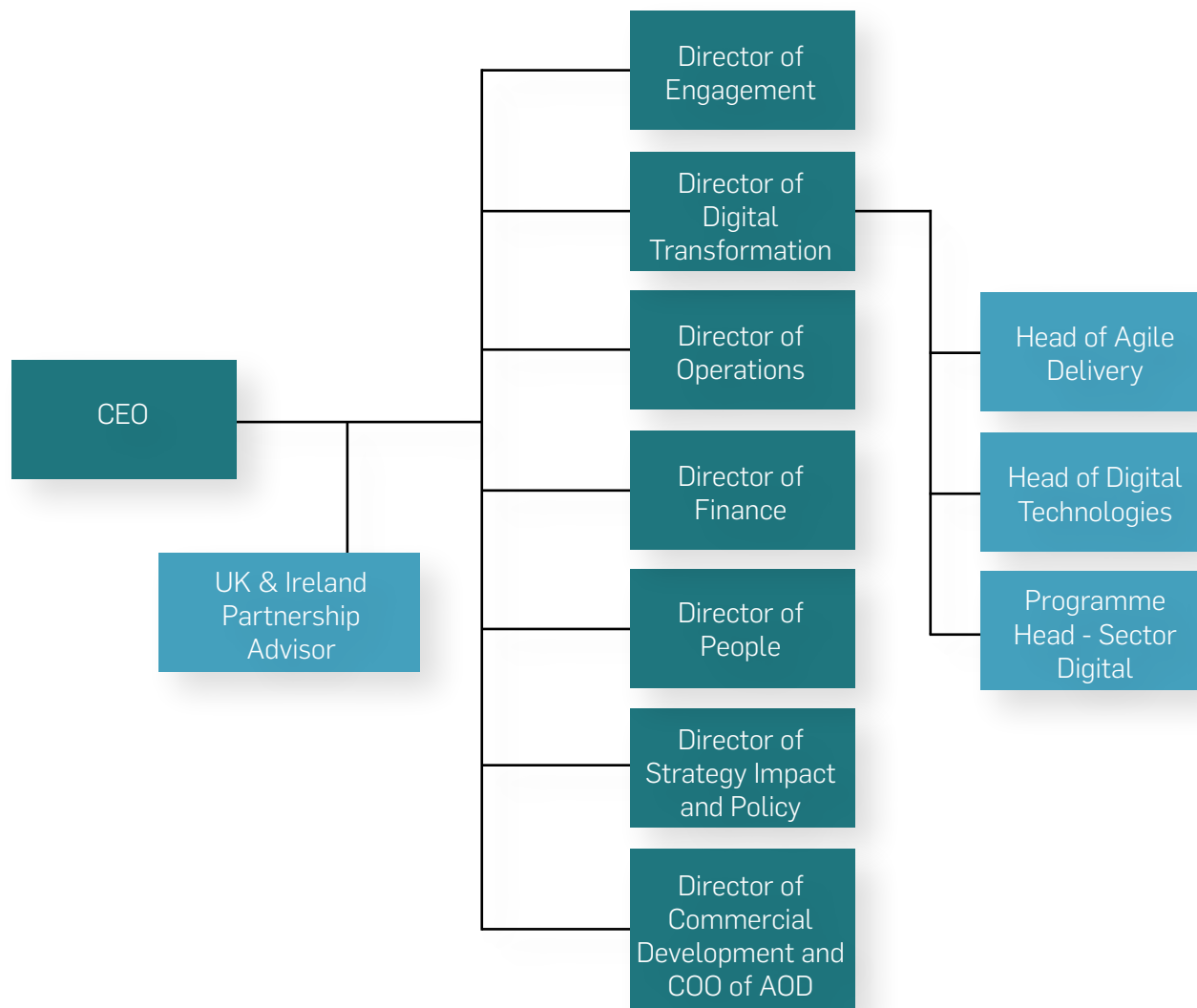
C Collaborative
We are **collaborative**, recognising our strengths and those of others, working together to achieve positive change.

T Trustworthy
We are **trustworthy**, honest in how we work and transparent in what we want to achieve.

skillsforcare

Starfish

Organisation Chart

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                          ┌─── Director of
                          │    Engagement
                          │
                          ├─── Director of          ┌─── Head of Agile
                          │    Digital              │    Delivery
                          │    Transformation ──────┤
                          │                         ├─── Head of Digital
         ┌─── CEO         ├─── Director of          │    Technologies
         │                │    Operations           │
CEO ─────┤                │                         └─── Programme
         │                ├─── Director of               Head - Sector
         └─── UK & Ireland│    Finance                   Digital
              Partnership │
              Advisor     ├─── Director of
                          │    People
                          │
                          ├─── Director of
                          │    Strategy Impact
                          │    and Policy
                          │
                          └─── Director of
                               Commercial
                               Development and
                               COO of AOD
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Reporting to	Responsible to the CEO and as required to the Board and funders
Key relationships	Part of the Leadership Team
Line Management	Direct people management of the senior members

Context to this appointment

How we embrace digital technology is critical to enabling the social care workforce to deliver high quality and effective care. Whether this is in terms of new, more digital models of social care, digital tools which can make people's lives or jobs easier, or the technology which allows us to gather evidence and insight to drive transformation in policy and practice. At Skills for Care we want to support providers of social care to benefit from the opportunities which technology can offer.

Key Responsibilities

1. Developing Skills for Care's vision, strategy and role in the digital transformation agenda for social care. This includes working with other key influencers and organisations who have a role in the agenda ensuring skills for care is recognised for its unique contribution including its ability to engage and influence the sector.
2. Being responsible for collaborating internally and externally to generate innovative solutions to support digital transformation to address sector workforce needs, contributing to building a sector that is confident, skilled and capable of using digital technology to deliver high quality services to people who receive support.
3. Lead Skills for Care's Digital Strategy and Product Development for the social care sector aligned with our organisational strategy. This includes leadership and management of Skills for Care's digital programme of work and supporting the sector to think about their digital and data strategies.
4. Taking an ambassadorial role for digital in social care. Raising Skills for Care's profile in this space through proactive networking and collaboration which will include growing your profile through blogs, videos, convening and attending events. Develop new opportunities to grow Skills for Care's commercial digital services offer in conjunction with colleagues across the organisation.
5. Developing our technology strategy in line with our new organisational strategy. This includes our network and infrastructure, our CRM and reporting systems, our approach to data protection and GDPR compliance and our intranet and internal communication channels so that we use technology to facilitate collaboration. Developing technologies and approaches to underpin the data driven culture and enabling plans to integrate our data (assets).
6. Lead on the digital programme delivery across digital disciplines, including Service Ownership, Product Development, Service desk, Delivery/Programme Management, Infrastructure teams, software developments, and user research/centric design of digital products.
7. Be responsible for planning, organising, monitoring and controlling all aspects of application development and the implementation of systems.
8. To lead on the delivery and embedding of Government Digital Standards and Agile across the organisation (option of saying for digital and non-digital product development).
9. Coach teams to lead of digital delivery and the use of user centric design methods to improve user experience and achieve digital first.
10. Strategically manage the execution and development of all major digital projects and activities.
11. Lead on reviewing our business data and analytics to embed a data driven culture to improve decision making.
12. Manage the provision and development of high quality, reliable, cost effective and efficient digital facilities, architecture and infrastructure including infrastructure and security, network management, procurement and asset management, business machinery, email and data links, management information systems and strategy.
13. Work with appropriate colleagues to lead the development of web functionality and facilitate the integration of web enabled applications.
14. Delivering the digital programme and enabling plans.
15. Supporting business improvement and ensure efficiency and effectiveness.
16. Monitor purchasing, contracts and service level agreements with all suppliers providing all digital related support, services or products.
17. Develop new, cost-effective digital services to improve systems transformation.
18. Provide organisation wide leadership and management as a member of the Leadership Team. Contribute actively as a key member of the Leadership Team to strategic development of the organisation, its purpose and direction. This includes contributing to the strategic planning and annual business planning process and effectively managing and supporting organisational change.
19. As part of the Leadership Team be accountable for collective outcomes and contributing to a positive digital team working through mutual respect and trust to achieve shared goals and contribute to other team member's success.
20. Work collaboratively with Board members, attending and presenting at meetings as required. Using our governance structure to highlight risks and guidance on future direction and priorities.
21. Assist Skills for Care to meets its commitment to provide equality, diversity and inclusion.

What you will bring...

Knowledge and Experience:
- An excellent track record of achievement, ideally gained at Director level or above.
- Experience in strategic leadership and personal contribution to the strategic direction of an organisation.
- Experience of leading external change and thought leadership in digital transformation and have led successful digital change programmes.
- An understanding of adult social care, health or education sector would be desirable, but we are open to candidates who have experience support similar digital transformation journeys in other sectors.
- Experience of working with the Government Digital Standards and Agile methodologies and adoption of user-centric design of digital products from user research.
- Experience of assessing risks, scoping resource requirements and managing budgets and operating costs.
- Experience in leading a software development function that uses Microsoft .Net technologies and SQL Server on Microsoft Azure and knowledge and understanding of open-source technologies based on .Gov Platform.
- Knowledge of Microsoft Power Apps and where these can be adopted to reduce software development effort and time and improve overall digital service experience.
- Experience and Knowledge of Microsoft 365 Cloud and Microsoft Dynamics XRM and where this can be adopted to improve overall business efficiency and management of digital services.

Skills and abilities
- Compassionate leadership and have well-developed leadership and people management skills with experience of bringing together teams of digital experts, managing, motivating and coaching to achieve high performance.
- Highly effective communication skills and an ability to build relationships and credibility quickly inside and outside the organisation.
- A commitment to transforming digital use in social care and within Skills for Care so that we the right number of people working in social care with the right skills.
- The confidence, passion, energy, and ability to build deep relationships which will enable us to achieve our strategy.
- Impact-led, evidence-based ways for working.
- A values driven approach to integrity and professionalism.

The ideal candidate will....

Be passionate
- You will bring energy, passion and thought leadership to the potential for digital transformation in the social care sector and in Skills for Care and play a key role in making that transformation happen.

Be collaborative and ambitious
- You will create and leverage visibility and strong relationships and partnerships with key stakeholders internally and externally and be a great ambassador for digital transformation in social care. We want to grow our digital support to the sector and grow the income to pay for it.
- As a member of the Leadership Team, you will be collectively responsible for driving forward our strategy and organisational change, using our strategy to set direction for our digital transformation work, always listening to and being led by the evidence and what works.
- You will empower and support multi-disciplinary digital teams in your Directorate on all things digital and technology related, using, and championing Agile ways of working and collaborating to achieve the most impact.
- You will work collaboratively with Board members and committees, drawing on their skills and expertise and using governance appropriately to highlight risks and guide on future direction and priorities.

Be trustworthy
- You will develop and deliver a transformation programme to ensure that SfC is digital by default, balancing resources with impact and ensuring that the programme is financially sustainable and delivered in a way that maximises buy in.
- You will ensure compliance with legislation and mandatory frameworks including the Government Digital Standards.

Be inclusive
- You will show a deep commitment to equality, diversity, and inclusion. You will deeply embody our values, embed them deeply and live them visibly. We are motivated.
- You will think strategically but not be afraid to work with colleagues on things that need to be done, driving the delivery of all digital products.

Contract	This is a full-time permanent contract
Salary	£87,972 per annum
Location	There is flexibility over the work location of this post but there is an expectation that there will be frequent travel to our Leeds office as well as travel across the country.

Skills for Care Benefits

- 31 days annual leave plus bank holidays
- Health and wellbeing initiatives
- Health Cash Plan
- Stakeholder Pension Scheme
- Travel Loans and Cycle to work Scheme
- Flexible working opportunities
- Car salary sacrifice scheme
- Career break opportunities
- Shopping and discounts hub
- Employee Assistance Programme
- Enhanced maternity, adoption and paternity pay

How to Apply

If you would like further information about the before making an application, please contact:
toni.anderson@starfishsearch.com

To make an application, please go to **https://starfishsearch.com/jobs/skills-care-dir-dig-ser/** and click on the apply now button, with the following prepared:

- An up-to-date CV (maximum 3 pages);
- Supporting statement that tells us why you are interested in applying for this role and how you meet the experience criteria;

Please ensure you have also completed and submitted the equal opportunities monitoring form. The information you provide will be treated as confidential and used for statistical purposes only. The form will not be treated as part of your application.

Closing date for applications: 17th December 2021

Preliminary Interviews: End of w/c 10th January 2022

Shortlisting: w/c 17th January

Interviews are due to take place on: 1st February 2022

Skills for Care supports the principle that everyone should have the same opportunities for employment, development, and progression. All applications will be considered on their own merit and our recruitment process is competitive and transparent. We particularly welcome applications from BAME candidates and disabled candidates as we are actively looking to increase the diversity of our Leadership Team which is currently not as representative as we would like it to be.

Skills for Care is a Disability Confident Employer and is committed to a positive approach towards employing people with a disability. We will seek to make reasonable adjustments wherever possible during all stages of recruitment process to accommodate the needs of a disabled job applicant. Skills for Care will interview all people with a disability that meet the minimum essential criteria for the position laid out in the skills matrix. If you have a disability, and you require any specific assistance or adjustments to enable you to apply for this role please contact Starfish Search at toni.anderson@starfishsearch.com