



# Recruitment Pack for Deputy Director: Digital



# Welcome

Thank you for your interest in the Deputy Director: Digital role at The National Lottery Community Fund. The National Lottery Community Fund is the largest single source of funding for community activities in the UK. We're One Fund based in communities in England, Northern Ireland, Scotland and Wales, and our work reflects the diversity of the UK. We support activities that create resilient communities that are more inclusive and environmentally sustainable – activities that will strengthen society and improve lives.



We are now seeking a Deputy Director: Digital - a newly formed, critical role supporting the wider organisation in the delivery of The National Lottery Community Fund's 'It starts with community' strategy to 2030. This is an exciting, demanding and varied role at a time of optimistic change and growth. Reporting to the Chief Finance and Resources Officer, you will bring a focus on product development, product management, user research and service design, with experience of ensuring that customers have a first-class digital experience when interacting with the Fund's core systems and processes.

This is a significant appointment at the heart of our organisation. You will develop, implement and lead on our digital strategy for end-to-end funding processes across all our funding products, including a specific focus on a seamless digital interaction and experience for our colleagues, customers, and stakeholders. Working proactively with the Fund's senior leaders, you will also have a key role in building a digital culture throughout the Fund and maintain and develop our organisational capacity as one of the largest community funders in the UK.

Wherever you are now, we are looking for someone with experience of leading digital strategy, service design and digital transformation and a track record of leading user-centred design. Bringing leadership expertise, and the capability to manage cross-functional teams, you will have the presence and strategic vision to drive a digital-first culture. With excellent stakeholder engagement and communication skills, you will possess the ability to influence decision-makers and build consensus across diverse groups organisation-wide. You will also be resilient, confident, cope with changing demands and know when to ask for help.

If you believe you have the skills, qualities and attributes required, we would be very pleased to hear from you.

**Stuart Fisher, Chief Finance and Resources Officer  
The National Lottery Community Fund**

# About The National Lottery Community Fund

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## Background

The National Lottery Community Fund is the largest single source of community funding in the UK. We support amazing projects that help to strengthen society and improve lives. National Lottery players raise an incredible £30 million a week for good causes. This money funds projects and activities that transform communities, protect our heritage, and enrich lives. We are proud to be one of 12 distributors responsible for awarding this funding across the UK.

We also distribute non-National Lottery funds, working closely with UK Government on funding for important issues such as youth social action and health and wellbeing.

## It starts with community - our journey to 2030

Social connections and community activities are at the heart of creating healthier, happier lives and a flourishing society. That's why The National Lottery Community Fund supports amazing community-led projects. And why we're looking to make a bigger difference in the years ahead, by listening and responding to communities and by focusing on supporting bolder change.

The ambition through this strategy is to create resilient communities that are more inclusive and environmentally sustainable, funding activities and organisations that strengthen society and improve lives across the UK.

We're focusing our efforts where there is greatest need. We're looking to make a bigger difference in the years ahead, both by listening and responding to communities, and being more focused on supporting the greatest impact.

We will be delivering this strategy to 2030 at a time of renewal and expected growth in returns to 'good causes' from The National Lottery, alongside the Fund's third party and dormant assets work.

## The organisation

The National Lottery Community Fund is established as a non-departmental public body by an Act of Parliament. The Board is responsible for the overall strategic direction of the Fund and for the Fund's governance. It delegates the day-to-day running of the organisation to the Chief Executive and his Senior Management team.

Funding decisions are delegated to five funding committees (UK, England, Northern Ireland, Scotland and Wales) and to Executive Officers.

Policy responsibility for The National Lottery Community Fund in England, including setting policy directions, rests with the Department for Digital, Culture, Media and Sport.

The National Lottery Community Fund is governed by a Board. The Board is responsible for setting the Fund's long-term strategy and key policies, and making sure that it is run in an effective and efficient way.

# Our purpose

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We support activities that create resilient communities that are more inclusive and environmentally sustainable - activities that will strengthen society and improve lives across the UK.

Our community-led missions and what we'll achieve by 2030.

## We'll support communities to connect by:

- creating accessible, welcoming places, both physical and virtual, for people to meet initiating engaging and inclusive activities that support connections within and between groups of people.
- enabling people from all backgrounds to shape the future of their communities cultivating an increased sense of belonging.

## We'll support environmentally sustainable communities that:

- reduce carbon emissions and negative environmental impact.
- create positive environmental impacts.
- establish equality of access to the natural environment improve the quality of natural spaces.

## We'll enable children and young people to thrive by:

- creating opportunities for children and young people from all backgrounds to enjoy community experiences.
- helping children and young people shape the decisions that affect them and their communities.
- providing children and young people access to safe spaces to play, participate, socialise and get support.

## We'll enable people to live healthier lives by:

- helping reduce health inequalities.
- increasing opportunities for community participation to shape better health services. taking a preventative approach to health.



## Our values



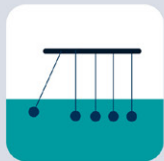
### We are inclusive

We know that communities and organisations are stronger when everyone can participate, and work to increase inclusion.



### We are ambitious

We believe in the power of community and connection and are ambitious for its potential. We support people and communities to shape the future and lead change.



### We are impact focused

We are inspired by communities and learn with them. We listen, reflect and use evidence to improve knowledge, inform action and increase impact.



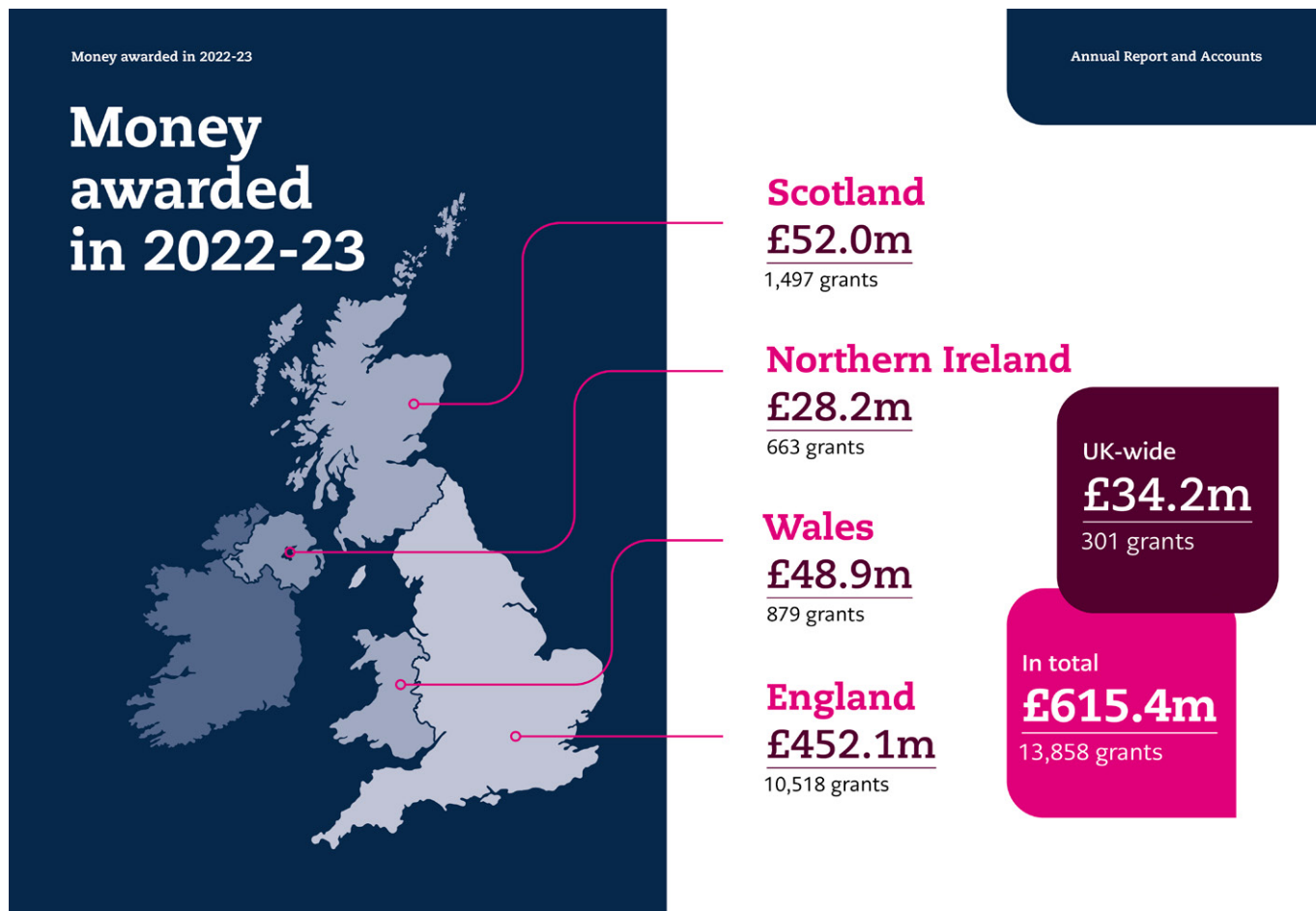
### We are adaptable

We welcome and embrace new ideas and ways of working.



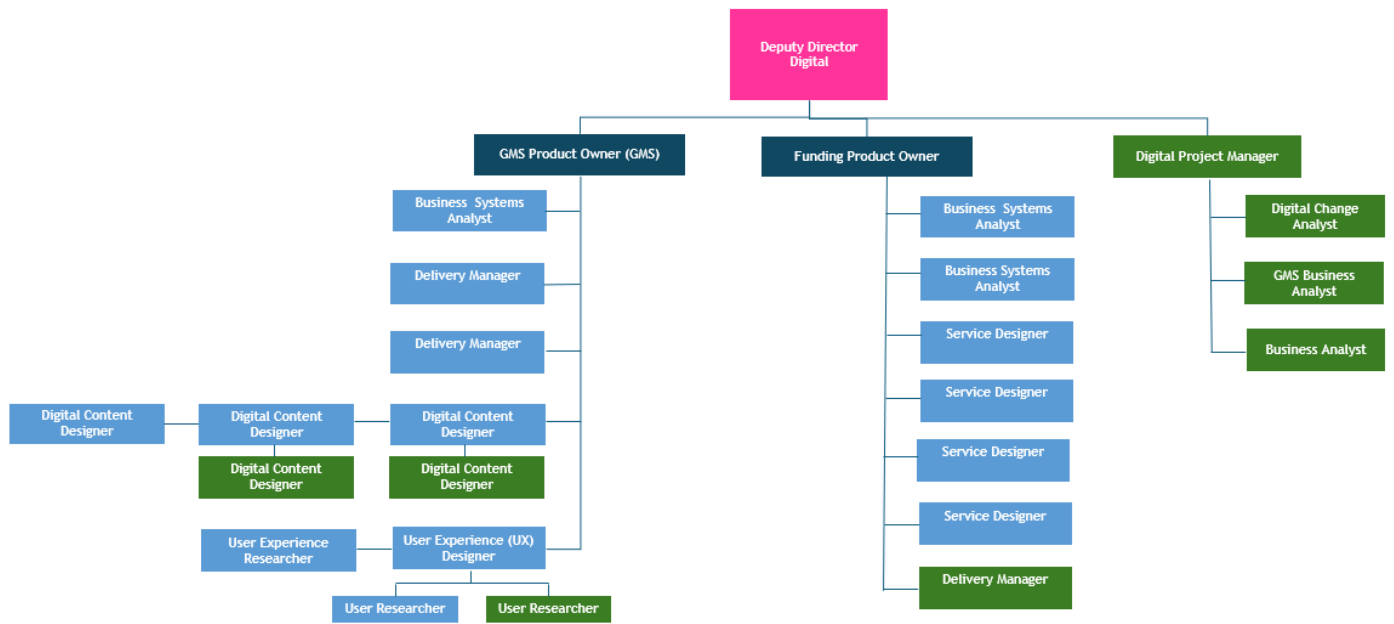
### We are compassionate

We work with care, consideration and humility.





# Digital – Service Design Team



# Job description

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- Job title:** Deputy Director: Digital
- Reports to:** Chief Finance and Resources Officer
- Direct reports:** 3 direct reports, with a team of 25

## Role purpose:

The Deputy Director: Digital, will have a crucial role to play in delivering our future digital vision and strategy. Leading a team of 25, you will develop, implement and lead on our digital strategy for end-to-end funding processes across all our funding products. This will include a specific focus on a seamless digital interaction and experience for our colleagues, customers, and stakeholders.

With a focus on product development, product management, user research and service design, you will have experience of ensuring that customers have a first-class digital experience when interacting with the Fund's core systems and processes. This will include understanding customer expectations, requirements and the customer journey; and develop digital and automated solutions to address these.

Through the end-to-end design and implementation of intelligent automation you will deliver solutions which maximise the colleague experience to enable Fund staff to operate efficiently, effectively and flexibly, ensuring they are enabled and empowered to exceed grant holder and customer expectations.

Part of your role will be to work proactively with the Fund's senior leaders, working collaboratively to design and deliver new and innovative approaches to continuously improve their services. You will also have a key role in building a digital culture throughout the Fund and lead on providing solutions for sharing our learning and insights digitally to maintain and develop our organisational capacity as one of the largest community funders in the UK.

In addition to developing and maintaining a progressive, value added and efficient digital operating processes; this role also requires focus and attention in ensuring the integrity of the Fund's underlying data held on our core operating systems to ensure a clean and reliable data foundation exists. This will not only be the platform for future digital development, but also ensure accurate real time reporting to support operational and strategic decision making.

## Main responsibilities:

- **Digital Strategy Leadership:** Work alongside the Finance & Resources Leadership Team to shape and implement the Fund's digital strategy, ensuring that digital initiatives align with broader organisational goals and community needs.
- **User Experience and Service Design:** Lead the design and delivery of user-centred digital services, ensuring accessibility, usability, and inclusivity for applicants, communities, and internal teams. Champion best practices in user experience (UX) and service design.
- **Digital Transformation:** Spearhead initiatives to modernise our online platforms and services, focusing on improving the customer journey, enhancing self-service capabilities, and optimising internal digital processes.
- **Cross-functional Collaboration:** Work closely with the Deputy Director for Technology & Architecture to ensure that digital transformation projects are supported by scalable, secure, and future-proofed technical foundations.
- **Stakeholder Management:** Engage with internal and external stakeholders, including community organisations, our customers, senior leadership, and government partners, to gather insights and ensure that our digital services are responsive to diverse needs.
- **Innovation & Continuous Improvement:** Identify new digital opportunities to improve service delivery and create more efficient, user-friendly processes. Stay ahead of emerging trends and ensure that the Fund remains a leader in digital innovation within the non-profit sector.
- **Digital Project Management:** Oversee key digital projects, from concept through to delivery, ensuring they are delivered on time, within scope, and aligned with the organisation's digital vision. Lead agile teams in delivering iterative improvements and new features.
- **Data-Driven Decision Making:** Collaborate with data specialists to use analytics and data insights to inform decision-making, optimise user experiences, and measure the impact of digital initiatives.





# Person specification

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## Essential:

- Experience of leading digital strategy, service design and digital transformation.
- Proven track record of leading user-centred design and digital product development, with a deep understanding of accessibility and inclusivity best practices.
- Leadership experience, with the ability to inspire and manage cross-functional teams, including designers, product managers, and digital service professionals.
- Excellent project management skills, with experience overseeing complex digital projects through the full lifecycle, using agile methodologies.
- Stakeholder engagement and communication skills, with the ability to influence decision-makers and build consensus across diverse groups.
- Knowledge of digital product development, UX principles, and user journey optimisation, with a focus on customer-centric solutions.
- Experience in change management and driving a digital-first culture within an organisation.
- Experience of building and leading teams and leading teams through your ability to coach, inspire, and empower people. You will position yourself as a role model within the wider directorate Leadership team and across the organisation.
- Proven track record of measuring and managing performance of services and commercial contracts, to ensure continuous quality and value for money.
- Track record of successfully collaborating with external partners, stakeholders, and customers to drive forward shared goals.

## Desirable:

- Experience in the charity, public, or non-profit sectors, particularly in grant-making or community- focused organizations.
- Familiarity with digital platforms, CRM systems, and content management systems relevant to service delivery in large organisations.
- Experience working in collaboration with technical teams, particularly in ensuring user needs are aligned with technical and architectural constraints.
- Understanding of data-driven approaches and analytics to inform service delivery improvements.
- Familiarity with public sector regulations, including GDPR, data protection, and digital governance frameworks.

## Role competencies: Level 5

- **Strategic direction**  
Creates and communicates a clear, compelling direction and infrastructure that aligns the Fund's capability with its strategic objectives.
- **Leading our culture**  
Embeds an inclusive culture of creating positive and supportive teams who consider the diverse needs and feelings of other colleagues. Ensures consideration and support for the wellbeing of all individuals across the organisation.
- **Working together**  
Builds inclusive teams, working collaboratively and encouraging challenge.
- **Delivering quality results**  
Develops a strategy that delivers the Fund's aim and supports a positive reputation.
- **Diligence and control**  
Responds to main risks that threaten achievement of Directorate's aims, objectives and policies whilst also safeguarding the public funds and assets, for which the directorate is responsible.
- **Developing self and other**  
Creates opportunities and welcomes ideas for continuous improvement which will support the Fund's strategic progress. Promotes the importance of developing everyone to their full potential.





# Terms of appointment

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## Salary

The salary range for this role is up to £83,000 per annum on a full-time permanent basis.

## Location

UK-based.

The Fund is committed to providing a working environment that gives everyone choice and flexibility. We encourage flexible working, including hybrid working combining balance of home and office working, unless there is a conflict with business needs and/or customer service. The Fund has larger offices in Birmingham, London, Cardiff, Glasgow, Belfast, and Newcastle. The postholder can be based anywhere in the UK and expect to work a balance of their time remotely. Regular presence in Birmingham for Leadership Team meetings and travel for meetings to engage colleagues across the UK is a requirement of the role.

## Pension

The Fund operates two pension schemes, Alpha, our Principal Civil Service Pension Scheme (PCSPS) and a Partnership Pension Scheme with Legal & General.

For Alpha, the employer's contribution is between 26.6% and 30.3% and the employee contributions rates are between 4.6% and 8.05% depending on salary.

For Partnership, the employer's contribution rate is between 8% to 14.75% of your earnings. You do not have to contribute to this scheme, but if you do, the Fund will match your contributions up to 3% of your pensionable pay.

## Annual Leave

Annual leave is 25 days per year on joining The National Lottery Community Fund plus bank holidays, rising by one day every year of employment up to a total of 30 days. An additional three days of leave is given every year – normally at Christmas. Your entitlement will vary according to your date of appointment, and is pro-rata for part-time employees.

## Additional benefits

We recognise that keeping our people happy and healthy enables us to be a more effective organisation and makes The National Lottery Community Fund a better place to work.

Benefits include:

- Generous Civil Service Pension scheme
- Flexible working
- Enhanced paid maternity/paternity/adoption leave
- Paid volunteering leave
- Season ticket loan
- Healthcare cash plan
- Cycle2work
- Employee discount scheme

# How to apply

We hope you will consider making an application. To make an application, please go to <https://starfishsearch.com/jobs/tnlcf-dep-dir-dig/> and click on the apply now button, with the following prepared:

- Your CV (no more than three sides).
- A supporting statement (no more than two sides) that sets out why you think this role is the right move for you and how you meet the knowledge and experience criteria.

We would also be grateful if you would complete the Equality and Diversity monitoring form on the online application process. This form is for monitoring purposes only and is not treated as part of your application.

<b>Closing date:</b>	Friday 24th January 2025
<b>Preliminary interviews:</b>	Late w/c Monday 3rd February and early w/c Monday 10th February 2025
<b>Final Panel interviews:</b>	TBC w/c Monday 24th February 2025

