

Job description

Job title:	Digital Services Manager
Grade:	Grade 13
Job evaluation reference:	IT107
Job family:	Information Technology

Purpose and impact

1. As Digital Service Manager you are responsible for all council digital service operations ensuring compliance of design principles across the environment and undertaking service management duties across multiple platforms, multiple channels and services to ensure service availability, performance and process maturity.
2. Will be responsible for leading the strategic development and continuous improvement of Dorset Council's digital customer platforms, ensuring they deliver high-quality, user-centred, accessible, and commercially effective experiences. This role acts as the product owner for the council's primary websites and digital content platforms and plays a key role in shaping how the council communicates, engages, and delivers services online.
3. The postholder will manage, on behalf of the council, the design and delivery of modern, compliant digital front doors for statutory, regulatory, and financial services, including adult and children's social care, planning and council tax. This includes interpreting complex legislative and regulatory requirements and working closely with service leads to ensure digital solutions are safe, inclusive, and aligned with statutory duties.
4. As the product owner for all council wide digital customer platforms, you will be accountable for ensuring they are aligned to the council's strategic objectives and transformation priorities and deliver measurable value for users and the organisation. The role is critical in enabling residents to access the right support at the right time, while supporting services to meet their responsibilities efficiently and effectively.
5. The role has significant assures management duties and will be accountable for the design and delivery of statutory digital front doors, ensuring services such as adult and children's social care are accessible, compliant, and aligned with legislative requirements and safeguarding principles.

Key responsibilities

6. Responsible for managing and maintaining continual service improvement including the analysis of current council digital processes and services to identify and implement opportunities to optimise them, lead and develop teams of experts to deliver improvements and to evaluate and establish requirements for the implementation of changes by setting policy and standards.
7. Accountable for leading investigative work into problems and opportunities in existing digital processes, lead the collection of information and creation of recommendations for improvements, absorb large amounts of conflicting information and use it to produce solutions. Proactively influence council technology strategies using data and



analytical evidence pulled from agreed systems KPI's and support the development of effective strategic reporting for improved evidence-based decision-making.

8. Build strong, collaborative relationships across strategic and enabling services – particularly communications, ICT, customer services, and service leads – to ensure digital platforms support both public service delivery and commercial objectives. Act as a trusted advisor on digital best practice and innovation for standardisation of UX and CX ensuring compliance with service design principles.
9. Lead the development and governance of a council-wide digital content strategy, ensuring content is accessible, inclusive, consistent, and aligned with Dorset Council's brand, tone of voice, and strategic priorities. Embed content design principles and support services to create content that meets user needs and drives channel shift and produce service blueprints and designs aligned with frameworks like ITIL.
10. Work with service leads and legal teams to interpret complex policy and legislative frameworks, translating them into clear, user-centred digital journeys that support statutory obligations. Use performance data, user research, and behavioural insight to drive continuous improvement. Establish clear KPIs and feedback loops to measure the effectiveness of digital services and inform prioritisation.
11. Champion user-centred design across all digital services, working closely with service areas, designers, developers, and content creators to improve user journeys and service outcomes ensuring all council digital services and content meet or exceed accessibility standards (WCAG 2.2) and comply with Government Digital Standards, are mobile-responsive, and inclusive by design. Promote digital inclusion and ensure no user is left behind.
12. Manage a network of content editors and digital contributors across the organisation, providing governance, training, and strategic direction and drive effective collaborative working with IT, procurement, and external suppliers to manage platform development, integrations, and upgrades.
13. Collaborate with tourism, communications, and service teams to ensure the council's digital presence supports both service delivery and commercial objectives and contribute to the council's wider transformation and design agenda, supporting innovation, service redesign, and the adoption of new technologies and approaches accordingly.
14. Design, implement and manage security protocols and ensure compliance with GDPR and undertake either through design or management risk mitigation and contingency planning for digital services.
15. Responsible for overseeing the budget for digital initiatives and managing resources to deliver outcomes and for budget planning aligned to the assessment, evaluation, and recommends of emerging technologies and digital tools. Develop options for change and be able to evidence robustly recommendations.
16. Directly manage team members in the Transformation Management Office, supporting skills development with defined learning objectives and goals. Collaborate with Service Design and User Adoption team to ensure new and current technologies and digital tools are adopted across the workforce.
17. To deputise the Head of Transformation and Design as required.



NB: The duties and responsibilities of this post are not restrictive, and the post holder may be required on occasion to undertake other duties. This will not substantially change the nature of the post.

Supervision and management

Reporting to: Delivery Lead Central & Our Future Council

Responsibility for: Line management responsibility for the Digital Services team

Guide and mentor junior designers, helping build a strong, supportive design community leading and mentoring in best practice and promoting the importance of discovery through business analysis, user research, and data insight to identify needs and opportunities.

Lead and champion knowledgeable and experience development in fast paced technology era which is impacting everything we do digitally - cyber, data, AI, automation and ensure the continual updating of knowledge and skills of yourself and your team to future-proof the organisation.

In addition to the key responsibilities, as a people manager you will also:

- Lead and manage team dynamics and performance by setting clear expectations, providing regular feedback, and ensuring high-quality delivery through effective quality assurance practices.
- Create an inclusive and supportive team environment that ensures continuous learning, professional development, and good wellbeing, aligning to the council plan priorities, people and culture strategy, and responsibilities set out within our people management policies and requirements.
- Lead and champion opportunities for service improvement, innovation and change by taking accountability for its successful implementation, ensuring team members are engaged, motivated, and supported throughout transitions, whilst role modelling new ways of thinking and working.

Other factors

18. Responsibility for project budgets, as directed, and for authorising payments in accordance with programme board direction and project tolerances.
19. Responsible for assuring standards are set and are complied with and collating auditable evidence of compliance to offset and/or mitigate against legal challenge.
20. Responsible for resources to fulfil the job purpose, which may include fixed and variable assets including ICT equipment.
21. Expected to liaise with contractors and external suppliers (where used) including supplier visits and visits to other sites.
22. Conflicting demands and deadlines are a regular feature of the post, including managing demands made on subordinate staff and managing conflicts and dependencies that impact of the successful delivery of major change projects.



23. This position is office based with a significant travel requirement to attend meetings and sites, locally and nationally. This means that there is a requirement for a vehicle (or transport deemed to be suitable by the council) to be available on most working days in order to carry out normal duties. Employees in positions with a significant travel requirement are required to provide a replacement vehicle if their usual vehicle is not available over an extended period.
24. Prepared to work flexible hours (including weekends) to facilitate system implementation and support, and major incident communication.

Our values

Our values act as guiding principles, defining what we believe is important in the ways we work together. Our values are Respect, Together, Accountability, Openness and Curiosity. You will need to be able to demonstrate these values in action through the way you work, regardless of your role within the organisation. Information about our values can be found on our website.



Person specification

Your application will be assessed based on your demonstration of how you fulfil the following criteria. You should include clear examples of how you meet these criteria within your application form and during the assessment process.

Essential

Essential criteria are the minimum requirement for the above post and will be assessed through a combination of your application form, assessment, and interview (as specified below). We'll also use references to confirm that you meet the criteria for this role. We will require evidence of the qualifications, training or registrations listed below.

Qualifications, training, or registrations Required by law or essential to the performance of the role or both	Assessed through:
1. Degree of equivalent professional/technical qualification commensurate with National Qualification Framework L5, or demonstrable relevant experience	Application form
2. Evidence of continuous professional development including membership of relevant professional networks	Application form
Experience	
3. Proven experience in digital product ownership, content strategy, or digital service design	Application form
4. Experience working with content management systems (CMS) and digital analytics tools	Application form
5. Leadership of successful digital service delivery and ongoing management of high-quality services and information provision	Application form
6. Demonstrable track record in analysing and using customer insight to design and continually improve customer focused digital services	Application form
7. Experience of managing a large and complex website and of using content management systems	Application form
8. Manage technical staff and suppliers to design and deliver appropriate solutions to achieve business/user objectives	Application form
9. Implement channel shift strategies to move users from traditional to digital delivery channels	Application form
10. Manage complex project using appropriate methodologies e.g. Agile – ensuring work of the team is delivered on time, to budget and an agile and design mindset is applied	Application form
11. Budget management	Application form
12. Experience of developing effective business relationships at all levels to achieve business objectives	Application form
13. Demonstrable experience of working with minimal support and able to mentor and coach others	Application form
14. Designing digital services based on data and user need	Application form
Knowledge	
15. Knowledge of full product lifecycle to deliver continuous improvement	Application form Interview Assessment
16. Translating complex aims and needs into clear plans and determining resource requirements	Application form Interview Assessment
17. Knowledge of digital standards and best practice including the Government Digital Service design manual, and the most recent accessibility regulations	Application form Interview



	Assessment
18. Know how to make services accessible to the greatest number of people and needs	Application form Interview Assessment
19. Maintain an awareness and understanding of best practice in this area of work, benchmarking with other organisations, to cascade knowledge into the organisation	Application form Interview Assessment
Skills and abilities	
20. Strong negotiation skills and ability to influence stakeholders, including those in partnership and other external organisations, to secure mutually beneficial outcomes	Interview Assessment
21. Able to communicate effectively, making complex and technical information and language simple and accessible for non-technical audiences	Interview Assessment
22. Able to drive forward the work of the team and set the pace, ensuring teams are delivering. Solves issues and unblocks problems.	Interview Assessment
23. Able to actively manage their own learning ongoing development skills and knowledge to fulfil the role, with a clear awareness of own strengths and opportunities for growth	Interview Assessment
Our values	
24. Respect	Interview Assessment
25. Together	Interview Assessment
26. Accountability	Interview Assessment
27. Openness	Interview Assessment
28. Curiosity	Interview Assessment
Other	
29. Committed to continuous improvement and evidence-based decision-making	Interview Assessment
30. Passionate about delivering excellent digital experiences for all residents, visitors, and businesses	Interview Assessment
31. Ability to fulfil the travel requirements of the post	Application form

Desirable

Desirable criteria will be used in the event of multiple applicants meeting the minimum essential requirements and if applicable, will be assessed through a combination of your application form, assessment, and interview (as specified below). We'll also use references to confirm that you meet the criteria for this role. We will require evidence of the qualifications, training or registrations listed below.

Qualifications, training, or registrations	Assessed through:
32. Membership, engagement and participation with relevant organisations in areas that support professional development for example: Local Gov; Accessibility and Content Design Communities	Application form
Experience	
33. Experience in a public sector or complex organisational environment	Application form



Knowledge	
34. Knowledge of marketing strategies, how to present commercial content	Application form Interview Assessment
35. Knowledge of and experience of working with customer experience and engagement strategies	Application form Interview Assessment

Job description Approval

Title	Corporate Director for Transformation, Customer and Cultural Services	Date	July 2025
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