

Job description and person specification

Please note this statement is for information only and does not form part of a contract. This list is not exhaustive, and you will be expected to undertake such duties as may be assigned to you by Versus Arthritis from time to time. Staff are expected to be flexible in their work in order to deliver the objectives of the organisation.

Job title	Head of Digital and Data Development	Location	London or Chesterfield with travel between the two as required
Contract type	Full time, 35 hrs per week	Contract length	Permanent
Date	April 2022		

Context

The next few years represent a unique opportunity for the charity to do more, more effectively, to positively impact on the lives of people with arthritis across the UK and everyone who works for us will have important role to play in our transformation.

We are Versus Arthritis. We are fundraisers, programme managers, volunteers, administrators, editors and accountants all doing everything we can to push back against arthritis. Together, we'll continue to develop breakthrough treatments, campaign relentlessly for arthritis to be seen as a priority and support each other whenever we need it. Together, we're making real progress. But there's still a long way to go, and we won't stop until no-one has to tolerate living with the pain, fatigue and isolation of arthritis.

Main purpose of the role

To develop, implement, embed and champion the organisation's digital and data strategy to position Versus Arthritis as a data-driven organisation that will establish a digital first approach to the development and delivery of a wide range of capabilities, aligned with the wider organisational objectives.

You will be leading an integrated digital and data team consisting of data operations, data governance, data analytics and digital specialists and will be working closely with experts from all parts of Versus Arthritis, including ICT, Income and Engagement, Research Health Intelligence, and Performance and Planning teams to create the infrastructure for a well-managed charity. You will drive the change and development of data, digital processes and organisational culture change necessary to place both digital and data at the heart of the overarching business strategy and transformational change agenda. You will challenge the norm and build the organisation's capability so that Versus Arthritis is equipped to continue delivering its mission into the future.



Management and key relationships

Roles managed

Digital Platforms Manager, Data Governance Manager, Data Analytics Manager, Data Operations Manager.

Reports to

Director of Corporate and Finance Services

Key Relationships

Head of ICT
Head of Digital Marketing
Director of Support and Services
Corporate and Finance Services
Director of Research
Head of Organisational Development

Main Responsibilities and Duties

- 1 Lead engagement across the charity to translate organisational digital and data needs into a comprehensive operational strategy to ensure we are culturally fit for a digital future that empowers teams to think and act digital first. Introduce new capabilities and support customer focused digital developments aligned with our organisational strategy.
- 2 Develop a comprehensive, organisation-wide data community for Versus Arthritis. Promote and support the inclusion of relevant data components in our organisational strategies (Deliver, Demand and Discover) where appropriate.
- 3 Collaborate with the Head of Organisational Development to identify and support organisational training needs relevant for all staff that can be incorporated into day-to-day practices. This will include identifying training and communication needs to ensure consistency in digital and data into the future.
- 4 Working with our Services teams to define the emerging digital platform products, services and support to ensure that they meet self-managed needs for people with Arthritis. Bring creativity and innovation to this development. Oversee the development of our online commissioned and commercial services to ensure that information required for value creation opportunities is available in a timely manner.
- 5 Design, develop and deliver our digital services plan with key milestones and indicators of success in partnership with colleagues across the charity, reporting progress through our performance monitoring programme to project teams, senior leadership team and board of trustees.

6	Ensure that all digital and data management systems are audited for data quality, completion and consent in line with the requirements and make recommendations accordingly working closely with ICT and compliance teams.
7	Review and lead on the organisation's procedures relating to digital and data risk management, including working with the wider legal/governance teams and to advise the charity's designated Data Controller on the impact of data legislation. Ensure that Versus Arthritis systems and processes are always in line with data protection and privacy legislation, as well as best practice.
8	Provide leadership to marketing campaigns and ensure that our digital channels are integrated into the marketing mix, aligned with campaign strategy, have KPIs and use analytics to measure their success.
9	Develop the newly formed Digital and Data team, directly line-managing staff and motivate, lead and support both the post-holder's own teams and other digital and data teams across the organisation through matrix working. Identify development needs and facilitating a learning environment.
10	Work closely with relevant colleagues across industry to research creative and commercial digital possibilities for the charity to exploit. Take an active role for keeping up-to-date on evolving technology and external insight and knowledge for continual improvement of Digital and Data Development for the charity

Criminal Record Check

Requirement

This role DOES NOT require a Criminal Record check

Person specification

Knowledge, skills and experience: key requirements

	Requirement	Evaluation Stage
1	Have proven experience of leading the development and implementation of a data strategy across a large, national organisation with a complex structure.	Application & Interview
2	Have demonstrable experience of working and developing digital/data teams to implement changes in technology.	Application & Interview
3	Be a strategic thinker with an ability to see the bigger picture.	Interview
4	Have first-hand experience of digital development and managing business-critical delivery systems.	Application & Interview

5	Have a track record of challenging the norm and be comfortable influencing senior management as well as other team members and stakeholders.	Application & Interview
6	Have an excellent understanding of data protection and privacy legislation with experience of ensuring that relevant processes are in place to cater for it.	Application & Interview
7	Have a track record of scoping, resourcing and delivering projects with an excellent understanding of a variety of project management approaches, including Agile, and when it's appropriate to use each one.	Application & Interview
8	Have experience of working across and leading both technical and non-technical teams in multiple locations to achieve a common goal.	Application & Interview
9	Have proven experience of translating technical complexity for a variety of audiences.	Interview
10	Have proven experience of working with teams working remotely.	Application & Interview
11	Be an excellent communicator, with an aptitude for motivating and enthusing teams.	Interview
12	Be comfortable managing your own time and shaping direction in response to strategic need during a time of organisational change.	Application & Interview
13	Have a rich, practical understanding of how different people interact with digital and data across an organisation and how you can cater for this.	Application & Interview
14	Have an understanding of digital and data technologies, and their implementation.	Application & Interview

Desirable requirements

	Requirement	Evaluation Stage
1	Have experience of working for a large national charity or equivalent.	Application
2	Have experience of working in a service delivery environment or a health research organisation.	Application
3	Have experience of creating KPIs, performance measurement and planning.	Application & Interview

Values and behaviours

Our values and behaviours framework underpins our daily working lives at Versus Arthritis. Its primarily for employees, volunteers and trustees and describes the expectations we have of each other, and our individual and collective commitment to the organisation.

Our values and behaviours directly support our brand identity and our customer experience principles. Even though the language may not be exactly the same, the principles and ideas are all consistent with our purpose and identity as Versus Arthritis.

- We value our contribution to a truly **inclusive** and **flexible** organisation, that prioritises people's **health and wellbeing**.
- We value **learning** to increase our impact for people affected by arthritis.
- We value being **accountable** for our actions and have **high expectations** of each other.
- We value **persevering** with challenges when we know **it's the right thing to do**.