



HEAD OF DIGITAL TRANSFORMATION

Salary £50,00 per annum

Permanent

Full time 35 Hours per week

Newark (with the ability to work from home)

Do you want to help guide our digital transformation to deliver nature's recovery?

The Wildlife Trusts have a vision of land and seas rich in wildlife and people close to nature. We believe that nature is valuable in its own right, that everyone should have the chance to experience the joy of wildlife and that we are part of nature, wholly dependent upon it.

We are developing a new ten-year strategy setting out the collective impact we want to have as a movement. Although the strategy discussions are ongoing, it is already clear that we will be adopting a bold goal that, by 2030, nature will be in recovery with abundant and diverse wildlife everywhere, and that natural processes will be creating wilder landscapes where people and nature thrive. We have identified five strategic transformations that are needed to deliver this change. Digital transformation is one of these, as well as being an enabler to the other transformations.

The central charity (the Royal Society of Wildlife Trusts) needs someone to help guide this digital transformation to deliver nature's recovery. This role will work with external experts and stakeholders across the Wildlife Trust movement to co-develop business cases for change, using insights, new ways of working and digital technologies. You will support the development of funding bids for this work and oversee the delivery of these transformation projects, while supporting the upskilling of others, such that all Wildlife Trusts are strong and effective players.

You will have expertise in driving transformational change with a focus on digital, ideally in a complex environment, and will be familiar with emerging IT solutions. You will be comfortable and confident in engaging specialist colleagues across individual Wildlife Trusts and externally. You will draw upon The Wildlife Trusts' experience and innovative ways of working to gather information on what they are currently doing, expertise, appetite for change, risks and future opportunities.

You will enjoy working in a fast-paced environment, be organised and resourceful and be able to think strategically while having an eye for detail. You will have a clear passion for our cause and have excellent listening, collaboration and facilitation skills to help bring everyone together to ensure that we deliver to the highest standards and achieve the best outcomes for nature.

We value courage, respect, integrity, trust and responsibility. Whilst we are passionate in promoting our aims, we are not judgemental, and we are inclusive. We want our people to be as diverse as nature, so we particularly encourage applications from people who are underrepresented within our sector, including people from minority ethnic backgrounds and people with disabilities. We are committed to creating a movement that recognises and truly values individual differences and identities.

As a Disability Confident employer, we are committed to offering an interview to anyone with a disability that meets all the essential criteria for the post. Please let us know if you require any adjustments to make our recruitment process more accessible.

Closing Date: 9 May 2021



HEAD OF DIGITAL TRANSFORMATION JOB DESCRIPTION

IDENTIFICATION OF JOB

Team:	Marketing, Development and Communications
Working Base:	Homeworking / Newark
Responsible to:	Director of Marketing, Development and Communications
Responsible for:	Agreed agencies / consultants / contractors

OVERALL PURPOSE OF JOB

The Wildlife Trusts is a federation of 46 independent charities working together to bring wildlife back, and help address the twin climate and ecological crises.

We are currently in the process of developing a new ten-year strategy setting out the collective impact we want to have as a movement. Although the strategy discussions are ongoing, it is already clear that we will be adopting a bold goal that, by 2030, nature will be in recovery with abundant and diverse wildlife everywhere; people will be taking action for nature; and that natural processes will be creating wilder landscapes where people and nature thrive. We have identified five strategic transformations that are needed to deliver this change. Digital transformation is one of these, as well as being an enabler to the other transformations.

The central charity (the Royal Society of Wildlife Trusts; RSWT) needs someone to help guide this digital transformational to deliver nature's recovery. This role will work with external experts and stakeholders across the Wildlife Trust movement to co-develop and deliver business cases for change, using insights, new ways of working and digital technologies. You will work alongside a digital agency on the initial consultation and discovery process to define the overarching digital transformation strategy. The scope of our transformation is likely to encompass everything from our supporter experience, and building active and resilient communities of campaigners, to the way we collect, map and use conservation data.

The role will also support the upskilling of others to develop individual Wildlife Trusts as strong and effective players and contribute to our collaborative culture.

MAIN RESPONSIBILITIES

To work collaboratively across all areas within RSWT, and the Wildlife Trust movement. In particular, the role will:

Ensure Successful Transformational Programme Delivery

- Defining and bringing together needs in line with strategy and workstreams, and building business cases for change and for funding support
- Mitigating risks
- Managing external contractors and agencies
- Engaging effectively with all stakeholders, gaining insights, responding to challenges and opportunities and ensuring work is transparent and accountable
- Managing and delivering projects to agreed budgets and timelines, identifying synergies, mitigating risks (including cybersecurity) and challenging when appropriate
- Accountable for planning and prioritisation, managing the various dependencies across workstreams, teams and individual Wildlife Trusts



- Ensuring strategic decisions, including about prioritisation, are anticipated in advance, and the Executive team are alerted in a timely manner
- Responsibility for writing and managing tendering documents and overseeing the work of agreed consultants / contractors

Drive Change

- Communicating clearly and collaboratively on the Wildlife Trusts' vision, strategy and impact
- Championing the role of digital transformation in delivering our mission through customer-focussed, joined up and future-proofed solutions
- Coaching and mentoring others to help them build experience and confidence with new technologies and ways of working, to further establish good practice across the whole Wildlife Trust movement
- Building relationships with key people across the Wildlife Trust movement and communicating effectively across organisational and technical boundaries
- Focusing on delivering outcomes and impact, challenging and influencing to make positive changes
- Championing open and transparent working across all workstreams, identifying synergies and trade-offs

Thought leader

- Staying informed on external trends (opportunities and risks), and feeding these in as appropriate to provide healthy challenge to existing ways of working and drive change
- Championing the digital transformation journey (and ways of working) within the Wildlife Trust movement and externally, learning from others, and encouraging a culture of transparency, to help ensure the success of all transformation projects
- Exploring and then supporting / leading on agreed funding and partnership opportunities to deliver this transformational change

In order for the organisation to work effectively you may be required to assist with other areas of work and therefore, you should be prepared to undertake other duties appropriate to the post, and any other reasonable duties required.

All staff are ambassadors for the organisation both internally and externally and are always expected to act in a professional manner. They are required to abide by organisational rules, policies and procedures as laid down in the staff handbook, adopt environmentally friendly working practices, set and maintain high personal standards of efficiency and customer care and foster a 'can do' culture based on ownership, initiative, co-creation, teamwork and exchange of information.



HEAD OF DIGITAL TRANSFORMATION PERSON SPECIFICATION

Key Competences

- Innovation and creativity
- Analytical thinking
- Financial acumen
- Project and programme development and management
- Listening, negotiating and influencing
- Verbal and written communications
- Building and managing customer relationships to inspire confidence and resolve any conflict
- Making good decisions

Experience

Essential

- Delivering transformational change, ideally in a complex environment
- Managing budgets
- Developing strategic objectives and roadmaps
- Risk management
- Working collaboratively with a large number of stakeholders to co-create projects, solutions and concepts
- Liaising and negotiating with stakeholders at all levels

Desirable

- Contributing to successful funding bids

Knowledge and Skills

Essential

- Knowledge of and proficiency in the use of digital applications
- Prioritising workload
- Flexibility and ability to reach tight deadlines
- Consultation with both internal and external partners
- Commanding the respect of both internal and external audiences
- Oral and written communication
- Researching, analysing, interpreting and presenting information

Desirable

- Broad understanding of the UK environmental sector