

Digital Transformation Lead

Job Description and Responsibilities

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| Reports to: | Director of Organisational Effectiveness and Finance |
| Location of Role: | Working flexibly with an expectation of regular travel to Guildford Head Office. |
| Contract: | Fixed Term – 2 years |
| Salary: | £40,000 - £44,000 |
| Hours: | Full time (37.5hrs pw) |

Cycling UK is currently undergoing a major digital transformation. This is your opportunity to lead and be part of this transformation by collaborating across the organisation, bringing together the technical experts and teams within the charity to help us realise our ambitious plans for change.

We have identified our digital platforms, infrastructure, and processes as key to enabling the organisation to continue to grow and deliver our goal of a million more people cycling. This transformation is already underway as we have begun implementing a new MS Dynamics CRM system, developing a new Drupal based website and worked with an external agency to produce a roadmap to identify future change to support better user journeys, user experience and targeting of our content.

So this role is about making these plans a reality using your digital expertise and background. We're not asking you to build a new digital function, fundamentally review our plans or proposed strategy and you won't have a big team behind you or have line management responsibility.

Instead we want you to bring your digital background, objectivity, experience of leading and implementing transformation projects and importantly, a delivery focussed approach based on convening and directing our wider team (c.25) of subject and technical experts to make change happen.

Role specification

So what ideally are we looking for:

- A digital enthusiast with experience of leading transformation and change in a similarly ambitious organisation;
- An ability to take our existing projects plans and strategy and implement them effectively on time and budget using the existing expertise across the organisation;
- An excellent communicator able to convene, influence and collaborate with others to manage and implement digital projects;

- Ability to engage and influence at all levels of the organisation and support others to identify where and how digital delivery can more effectively and efficiently meet their delivery goals;
- An objective and critical thinking to help identify where new opportunities and technologies can augment our existing plans and strategy to further increase our digital capability and delivery;
- An ability to oversee and manage programme implementation, monitoring and performance in line with our existing governance processes; and
- Have a good understanding of the balance between investing in content, marketing and technical enhancements to enable the best ROI and to further our charitable aims.

Essential Skills

- Very strong understanding and experience of digital, social and digital marketing technologies and trends and demonstrable hands-on experience of leading digital transformation;
- Excellent verbal and written communication skills. Able to convey complex or technical information simply and clearly;
- Experience of delivering significant projects or programmes working with multiple stakeholders;
- Experience of building relationships with, engaging, and influencing internal and external stakeholders at all levels. Able to engage effectively with both technical and non-technical stakeholders;
- Ability to work under pressure and to respond quickly to changing circumstances and to tight timetables;
- Experience of application of change management frameworks to support implementation and embedding of change and new ways of working / systems / projects.

Desirable skills

- Experience of working with senior stakeholders including Directors and Trustees;
- Experience of budget management;
- Experience of working with the chosen base platforms of MS Dynamics CRM and Drupal CMS;

- Managing external suppliers and contractors;
- A love of cycling and the benefits of cycling for everyday journeys, leisure and adventure;
- An all round decent person who's up for a challenge and making a difference for the organisation and cycling more broadly.

Job Holder:

Date:.....