

JOB DESCRIPTION: DIGITAL TRANSFORMATION MANAGER

LINE MANAGER:	CEO
HOURS:	Full Time
	Fixed term contract for 12 months
LOCATION:	Home based with regular travel to the AD catchment areas across the UK & the Head Office in Loughborough
DIRECT REPORTS:	None

KEY RELATIONSHIPS

To maintain excellent relationships with:

- The Chief Executive, Director of Service Delivery and Director of Finance & Operations.
- Executive Leadership / Management Teams.
- AD Finance Department.
- External IT Provider.
- External Digital Consultant.
- All other related departments and sections within AD.

SCOPE

The Digital Transformation Manager is responsible for leading transformative digital change across AD.

The role holder will lead digital transformation initiatives, modernising legacy systems and embedding secure, sustainable, user-focused technologies.

The focus will be on translating business needs into technical delivery and ensuring alignment with strategic goals.

RESPONSIBILITIES AND DUTIES

Key responsibilities:

- Lead the transformation of outdated IT systems to secure, scalable platforms.
- Identify opportunities for automation, system integration, and technology modernisation.
- Analyse existing business processes and recommend improvements through digital tools and platforms.
- Collaborate with IT, operations, finance, marketing, and other departments to ensure smooth digital integration.
- Evaluate and select digital solutions, including CRM, ERP, cloud platforms, AI, and data analytics tools.
- Manage vendor relationships and third-party solution providers.
- Oversee change management, communication, and training plans to support digital adoption across the organisation.
- Monitor digital transformation KPIs, prepare reports, and present progress to executive leadership.
- Stay current on digital trends, innovations, and best practices to maintain a competitive edge.
- Guide technical design and vendor selection for major digital projects.
- Manage cyber security risk and system resilience.
- Ensure delivery partners meet technical standards and user needs.
- Shape and support digital investment planning and business cases.
- Engage with internal stakeholders.

- Manage the budget, targets / outcomes and expenditure related to the project.
- Ensure all decisions / activities comply with legal and regulatory requirements.
- Managing any contracts, licenses and agreements in relation to the project.
- Measuring the success and impact of the project.
- Reporting outcomes to ELT and stakeholders.

REQUIRED SKILLS, KNOWLEDGE, QUALIFICATIONS AND EXPERIENCE

- A strong commitment to the mission and values of Action Deafness as one of the leading Deaf-led Charities in the UK.
- Proven experience in a similar role, either in private, statutory or voluntary sectors.
- Proven experience in technical consulting, software engineering, or IT system implementation.
- Project management expertise in delivering complex digital initiatives.
- Strong knowledge of cyber security risk and IT governance.
- The ability to influence and engage diverse stakeholders.
- Experience acting as an intelligent client with suppliers and internal teams.
- Experience of problem-solving in complex and competitive situations.
- Excellent communication and interpersonal skills, with the ability to build relationships, and maintain them.
- Self-confidence and the ability to manage challenging situations.
- Strong project management skills.
- IT literate, including the use of MS Office 365 (Word, Excel and Outlook) and MS Teams.
- Proficiency in using digital technology and software relevant to the role.
- Ability to work to tight deadlines and able to re-prioritise work with literal thinking and actioning.
- Strong organisational, time management and planning skills, with a commitment to self-management and continuous personal development.
- Flexible, professional and positive approach to multi-site working.

REQUIRED COMPETENCIES

Core Competences	Outcomes
Self-Awareness and Management <i>Definition:</i> <i>Self-awareness is an understanding of your own emotions and how they impact on your own behaviour and/or the behaviour of others. It is also about understanding your own strengths and limitations.</i>	<ul style="list-style-type: none"> • Understand the need to be strong and positive in the face of adversity but also recognise areas of one's own weaknesses and when to seek guidance and support. • Seek feedback and consider it carefully. • Look for appropriate opportunities to improve areas of weakness. • Manage emotions so as to minimise negative impact on others. • Consider approach at meetings to suit needs of others, rather than own preferences. • Demonstrate critical reflections of own practice and behaviour by regularly seeking feedback from peers and managers. • Highly self-motivated and able to work under own initiative and direction, as well as under guidance, to achieve stated objectives within the necessary timescales.
Relationship Building and Team Working <i>Definition:</i> <i>Building bonds with others to work</i>	<ul style="list-style-type: none"> • Demonstrate collaborative team working through integrity and behaviours. • Demonstrate positive and constructive collaboration between colleagues to contribute towards a positive team-working environment.

<i>collaboratively across organisational boundaries and using these to persuade or gain support to achieve positive outcomes and goals for Action Deafness.</i>	<ul style="list-style-type: none"> • Identify relationships that are not strong, meet the individual(s) concerned to establish why and initiate actions to build and enhance the relationship(s). • Challenge others with respect and courtesy. • Create new opportunities for individuals to work together, break down barriers that inhibit effective team working. Challenge others to do the same.
Innovation and Flexibility <i>Definition: The ability to formulate new ideas or to adapt or use existing ideas in a new or unexpected way to solve problems, and to think ahead to spot or create opportunities and maximise them.</i>	<ul style="list-style-type: none"> • Innovate, be proactive and solution-minded. • Consider changes to own practices. • Respond to new ideas by discussing why they might work instead of telling others why they won't work. • Investigate options in depth, even when they are the ideas of others. • Work in a flexible and agile manner to meet the needs of managers, service users and colleagues.
Leadership and Management <i>Definition: Leading, encouraging, inspiring and supporting others to develop confidence and capability to help them realise their full potential. Managing resources and holding others accountable.</i>	<ul style="list-style-type: none"> • Communicate and gain stakeholder commitment to AD's vision in accordance with the corporate strategy. • Provide positive leadership traits and able to inspire and influence stakeholders. • Demonstrate personal integrity whilst dealing with colleagues and stakeholders. • Able to actively listen and influence others. • Continuously seek and/or encourage others to seek opportunities for different and innovative approaches to addressing organisational problems and opportunities. • Ensures Health and Safety guidelines are adhered to, to mitigate risk.

ADDITIONAL INFORMATION

- Full driving licence required.
- The role holder must maintain the appropriate standard of confidentiality and comply with Action Deafness's Rules, Policies and Procedures.
- Personal circumstances must allow the candidate to provide a flexible working pattern to ensure the smooth operation of the service including working out of core hours, weekends and public holidays.
- The role holder may require an acceptable enhanced DBS check for the duration of employment.
- This job description is not exhaustive and the role holder may be required to undertake any other duties as appropriate, and as reasonably required, to meet the changing needs of the service.
- This job description may be subject to change at the discretion of Action Deafness and in accordance with business developments. Any changes will be communicated to and consulted with the role holder appropriately.