

Job Description

SECTION 1 Description

Job Title: Digital Strategy & Transformation Lead

Location: RCPE, Edinburgh

Reports to: Deputy Chief Executive and Head of Corporate Governance

Date: April 2019

Term: The role will be for a minimum period of 12 months, and reviewed at the 6 month stage to agree and finalise contract period.

SECTION 2 Job purpose

Our ability to use data and digital systems, develop analytical and digital skills, and see the world of health learning, education, training and quality management through a data and digital lens feature is a key aspect of the College's Strategy to 2024. To help us achieve our goals we are now looking for a digital expert with strategic leadership and change management skills to provide externality and support across the College. The successful candidate will have experience of reshaping services, building digital partnerships, developing and integrating organisational wide data management and system solutions, and engaging with a global audience. This will be a fixed-term, transformational role, working in partnership with our permanent staff, and central to our aspiration on becoming the 'College of Choice' for physicians and related specialties internationally.

As a globally focused charitable organisation with over 40% of our membership located beyond the boundaries of the UK, including a growing number in digitally developing nations, there is a great need for the College to connect, engage and enthuse our global RCPE community enabling them to work collectively to improve the quality of healthcare across the world.

We will do this by developing our offer through building strategic relationships through which we can create, curate and communicate education, training, and quality management assets from anywhere in the world. This will not only support the capability and connectivity of our current members, but lead to opportunities to recruit new members, advocates, and to reach and engage with a wider healthcare audience.

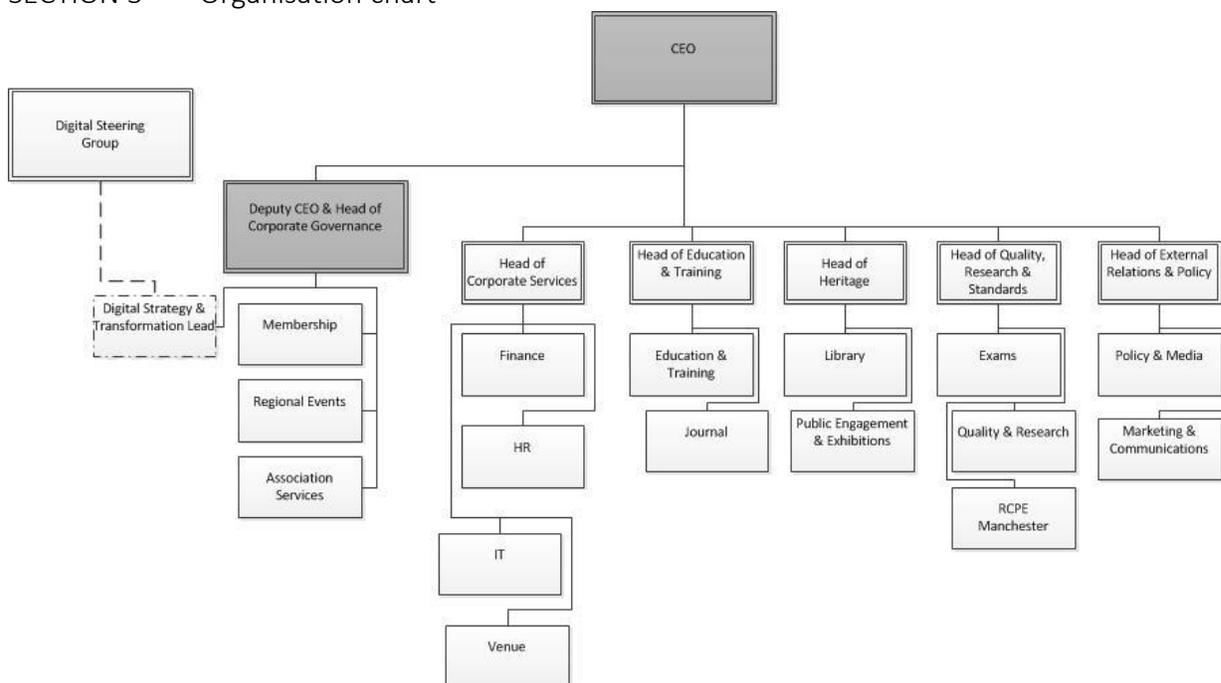
This is a cross college role that requires an astute business operator and digital leader to work with College staff, trustees, Fellows and Members, and partners to be the architect of an integrated programme of sustainable digital transformation activities that move the College towards sustainability in our digital services and products.

You will have the vision and expertise to respond to globalisation, technological change and the new ways people are using technology to come together to change the landscape of education, training,

and quality management to prepare us for the world of Learning 4.0. You will be passionate about how digital and data can transform the College while taking account of our business capabilities and our strong community based business model.

At the end of the contract we expect to have a clear plan in place, focussed on revenue growth, reduction in operational costs, increased member, stakeholder and customer value, and more engaged employees, and fully supported by Council, Investment Trustees and the Senior Management Team.

SECTION 3 Organisation chart



SECTION 4 Dimensions

- Specific Services:
 - Digital and Data Leadership
 - Customer Journey Optimisation
 - Strategic Partnership Development

SECTION 5 Main responsibilities and role

- To help deliver the College 2024 strategy by using digital and data as key differentiators and enablers.
- In partnership with key stakeholders to lead and co-design a digital strategy and associated transformation programme.

- To provide our community with the tools and skills needed to operate successfully in the next decade.
- To develop close relations with the IT leadership in the Federation of the Royal Colleges of Physicians UK (Federation) to identify how best to integrate College and Federation partner systems and services and to support greater synergistic collaborative working.
- To support RCPE Manchester and our strategic partner Health Innovation Manchester to improve innovation for patient benefit within a digital environment.
- To develop and contribute to the integration of our data and systems to deliver a seamless management information process that provides the analytical data required for future planning and decision making.
- To enhance access to content and services by working in partnership with external providers and our marketing and communications team to increase our reach and engagement with multiple audiences in a multi device and multi-channel world.
- To advise on how to increase brand awareness and create a digital presence that is leading edge with content which clearly and simply articulates the College offer.
- To advise on the development of our digital learning environments.
- To recommend opportunities to maximise income from our digital products and services.
- To work with our IT Systems Manager to recommend a framework of implementation setting out timescales, costs, capital investment requirements and structural changes.
- To support our IT systems team in negotiating with strategic partners over both IP and technical aspects for sharing of content ensuring the processes for licensing our content, compatibility of systems and a smooth user journey, ensuring compliance with industry standards and GDPR legislation.
- To consider the workforce implications of the proposed developments including training and development needs and requisite skill sets.
- To ensure all risks associated with the transformation programme are identified and assessed with appropriate mitigation plans and monitoring.

SECTION 6 Planning and organising

- In partnership with relevant stakeholders from across College, develop a programme of transformation activities that are understood, prioritised and supported across the college and with key partners.
- Post holder will be expected to plan and organise own workload, and work with minimal direct supervision.
- Prioritise workload to incorporate unforeseen or urgent issues without losing sight of prior deadlines and ensure multiple tasks are dealt with whilst maintaining a positive attitude.

SECTION 7 Decision making

- Develop programme updates and options appraisals making recommendations for consideration by the Digital Steering Group and/or Council.

SECTION 8 Internal and external relationships

Internal:

- Senior Management Team and College staff
- Office Bearers and Members of Council
- Digital Steering Group
- College Committees

External:

- Members and Fellows
- Professional Advisors
- Federation Partners and Digital Health Agencies
- Suppliers

SECTION 9 Knowledge, skills and experience needed

The post holder will have:

- Educated to degree level or equivalent in computer science or similar and/or proven experience of technical ability in managing within complex environments.
- Project Management accreditation (e.g. PRINCE2 Practitioner).
- Experience in leading strategic change management programmes in a healthcare or academic context.
- Experience of leading and delivering digital transformation projects at a senior level, and working with multiple partners and stakeholder groups.
- Experience in improving data quality for decision making and business results.
- Commercial acumen and a record of contracting effectively with a range of providers and partners.
- Strong financial acumen with the ability to develop and manage capital and revenue budgets.
- Ability to think creatively and to develop, promote and implement innovative ideas.
- Comprehensive knowledge of information systems, technology suppliers and hardware and software solutions.
- Possess an excellent level of digital literacy.
- Excellent written, verbal and presentation skills with the ability to persuade and influence decision making.
- Ability to establish and maintain effective working relationships with a wide range of stakeholders and colleagues including staff, physicians and other healthcare and digital professionals.
- Good understanding of GDPR and DPA legislation.
- Excellent negotiation skills and ability to collaborate and agree complex contractual and tendering arrangements.

SECTION 10 Job context and special features

This role is essential to ensure that the College has the necessary data and digital capacity, capability, and confidence to guarantee delivery of our Strategy 2024.

By seeking to fundamentally reshape our digital services, and providing a world class offer to our Members, Fellows and healthcare clients the Digital Strategy and Transformation Lead will need to be engaging, tenacious, enterprising and committed to excellence while also recognising the need to be a team player and by doing so underpin the College's aspirations in being the College of Choice for physicians and related specialties internationally.

The role will be for a minimum period of 12 months, and reviewed at the 6 month stage to agree and finalise contract period. The role is also suitable as a secondment opportunity.