



Job title	Programme Director – Digital Engagement	Job family and level	Administrative, Professional and Managerial Level 7
School/ Department	External Relations	Location	University Park Campus

Purpose of role

To lead the strategic development and programme delivery for a revolutionary world class digital engagement approach for student recruitment, providing the interface between programme ownership and programme delivery.

To create an agile leadership culture fostering collaboration, feedback and continuous improvement and develop capabilities within the team to adapt and respond to new, changing and ambiguous situations.

Responsible for overall governance of programme delivery and performance management, using clear measurement criteria, risk controls and reporting procedures.

	Main responsibilities (Primary accountabilities and responsibilities expected to fulfil the role)	% time per year
1	<p>Programme design:</p> <ul style="list-style-type: none"> ▪ Develop and establish the appropriate programme frameworks for successful Agile delivery for the Digital Engagement Programme. ▪ Ensure that the programme is established and managed in line with best practice, including; programme and project plans, clear identification of critical paths, regular programme and project reports. ▪ Ensure the programme has an effective monitoring system in place to enable deviations from plans are readily identified and corrective measures promptly implemented. ▪ Prepare the programme brief and Programme initiation document (PID) and any other establishment parameters for the Digital Engagement Programme. ▪ Co-ordinate and direct end user input to support the Student ▪ Manage the programme budget, including risk allowance ensuring correct utilisation of budget to cost controls and revenue vs capital expenditure. ▪ Co-ordinate and foster teamwork in an agile environment ▪ Work collaboratively with other programme resources to ensure a suitable working environment is established for programme delivery. ▪ Manage the product team’s performance of delegated responsibility 	20%

2	<p>Programme delivery:</p> <ul style="list-style-type: none"> ▪ Provide accountability and ensure delivery of, the programme which will deliver the stakeholder's vision. ▪ Provide Agile leadership to the internal product team and internal stakeholders as required. ▪ Ensure that supplier teams have access to all tools, equipment and resources they require ▪ Manage the progress for the pre-agreed areas of work to ensure that risk is managed and accountability clear for all deliverables. ▪ Provide day-to-day management of the programme resources accountable to the programme deliverables. ▪ Provide accountability for supplier cost, speed and success against agreed statements of work. ▪ Report and escalate all blockers to programme leadership and governance. ▪ Deliver regular updates to the agree governance structures and external stakeholders as required. ▪ Ensure that all risks associated with the programme are clearly identified, logged and managed to ensure successful delivery of the objectives ▪ Lead the delivery of multiple work streams of highly complex projects, escalating risks, considering people and process aspects ▪ Ensure the programme takes account of any changes in national policy or guidance. ▪ Ensure optimum engagement from suppliers, colleagues and stakeholders in order to ensure delivery, securing appropriate buy in, support and understanding and effective flows of information. 	40%
3	<p>Supplier management:</p> <ul style="list-style-type: none"> ▪ Hold supporting partners to account across milestones and budgets as well as impact of cultural and process changes. ▪ Ensure supplier deliverables are planned with future flexibility and scheduled in mind. ▪ Ensure a fair sharing of risk via thorough evaluation of delivery. 	20%
4	<p>Agile leadership</p> <ul style="list-style-type: none"> ▪ Ensure product teams are empowered and supported in the traditions of agile leadership with clear objectives and measures of success. ▪ Provide agile coaching to senior stakeholders where required. 	5%
5	<p>Programme governance and assurance:</p> <ul style="list-style-type: none"> ▪ Ensure that delivery is aligned to the strategic vision for the customer experience. ▪ Establish formal reporting arrangements on programme. ▪ Define criteria for control and management of the programme. ▪ Establish a mechanism to ensure regular dialogue with partners to promote problem solving, team working and risk sharing. ▪ Escalate issues to the Digital Engagement Board and provides regular reporting of progress. 	15%

	<ul style="list-style-type: none"> ▪ Determines and manages risks to the programme ▪ Control changes following approval 	
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Person specification

	Essential	Desirable
Skills	<ul style="list-style-type: none"> ▪ High levels of emotional intelligence to work with multiple stakeholders with varying requirements. ▪ Ability to assess complex issues, develop options and present clearly to working groups and steering committees ▪ Strong communications and presentation skills ▪ Outstanding skills in the management of stakeholders and influencing executive stakeholders ▪ Ability to create and manage plans to deliver to agreed objectives ▪ Planning and managing resource requirements ▪ Ability to identify and manage & risks and issues on a timely basis ▪ Ability to work effectively within as well as lead teams ▪ Ability to understand technical (IT) issues ▪ Highly organised, with a flexible approach to work ▪ Positive, creative and pro-active mind-set. ▪ High levels of judgement and analytical skills. 	<ul style="list-style-type: none"> ▪ Demonstrable ability to work "virtually", i.e. remote from office premises.
Knowledge and experience	<ul style="list-style-type: none"> ▪ Extensive programme leadership experience using Agile methodologies ▪ Experience and knowledge of delivering programmes utilising complex Digital Experience platforms and Enterprise CRM systems. ▪ Experience of delivering complex projects / programmes encompassing technology, process and organisational change ▪ Experience delivering digital engagement programmes encompassing marketing automation, CRM, AI, personalisation and enterprise analytics. ▪ Experience of delivering marketing strategies. 	<ul style="list-style-type: none"> ▪ Experience delivering digital engagement programmes across higher education ▪ Experience working to Design Thinking principles ▪ Experience and knowledge of delivering programmes utilising the Adobe Experience Cloud stack and Microsoft Dynamics 365

	<ul style="list-style-type: none"> ▪ Experience developing Customer Experience approaches to marketing strategy. ▪ Experience of managing change projects with multiple workstreams, multiple phases, third parties and significant budgets/business impacts ▪ End to end Project Lifecycle, Software Delivery Lifecycle including Agile and User Acceptance Testing (UAT) ▪ Experience of leading a change programme involving the migration of content from one platform to another. ▪ Strong third-party implementation partner experience. 	
Qualifications, certification and training (relevant to role)	<ul style="list-style-type: none"> ▪ Educated to degree level or equivalent. ▪ Programme and project management certifications or substantial experience of managing programmes and projects in a complex environment. ▪ Agile project management qualification or significant experience delivering to SCRUM or other. 	<ul style="list-style-type: none"> ▪ Professionally recognised qualifications in project / programme / portfolio management ▪ Adobe certification ▪ Microsoft Dynamics 365 certification ▪ Change management certification or substantial experience of managing change in a complex environment.
Statutory, legal or special requirements	<ul style="list-style-type: none"> ▪ CMA compliance awareness ▪ GDPR Compliance awareness 	<ul style="list-style-type: none"> ▪ Ability to travel



The University of Nottingham is focused on embedding equality, diversity and inclusion in all that we do. As part of this, we welcome a diverse population to join our work force and therefore encourage applicants from all communities, particularly those with protected characteristics under the Equality Act 2010.

Expectations and behaviours

The University has developed a clear set of core expectations and behaviours that our people should be demonstrating in their work, and as ambassadors of the University's strategy, vision and values. The following are essential to the role:

- Valuing people** Role models the highest ethical standards to cultivate a collaborative workplace that develops talent and enhances wellbeing, whilst also balancing the needs of the various stakeholders.
- Taking ownership** Translates the vision into a strategy for own area, enabling people to take the right action for the wider organisation. Can resolve complex problems, balancing the needs of varied stakeholders.
- Forward thinking** Always has the overall strategic goal in mind, manages to stimulate agile and forward thinking in others, motivating them and giving them the confidence to drive for continuous improvement.
- Professional pride** Goal is to be best in class; ensuring this can be achieved in line with long term strategy regardless of short term challenges. Supports people to do what is best for both the organisation and the department.
- Always inclusive** Promotes how collaboration and positive partnerships are essential to success, constantly looking ahead to explore how to involve other potential stakeholders.

Key relationships



