Tewkesbury
Borough Council

JOB DESCRIPTION

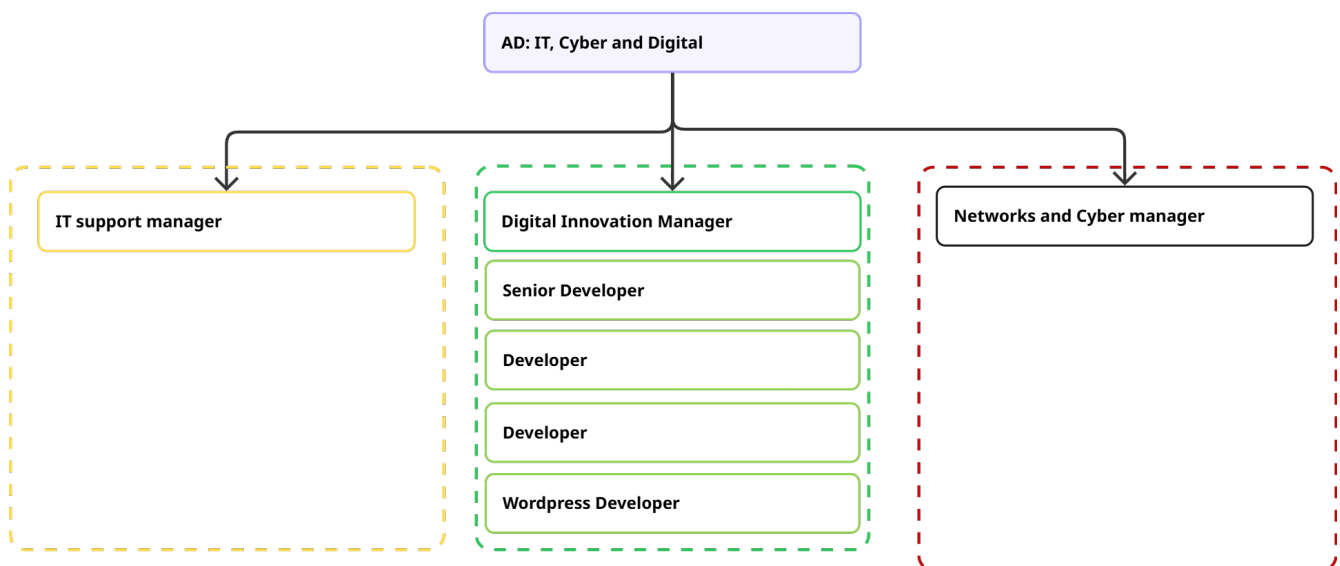| JOB DETAILS	
Post title:	**Digital Innovation Manager**
Post grade:	**I**
Directorate:	**Transformation**
Section:	**Digital Services**
Reporting to:	**Assistant Director: IT, Cyber & Digital**
Line manager:	**Yes**
Date updated:	**August 2025**

MAIN PURPOSE OF JOB

The Digital Innovation Manager plays a strategic and catalytic role in shaping the council's digital transformation journey, championing a culture of innovation and continuous improvement across services. Positioned within the Digital Services section of the Transformation directorate, the postholder will lead a dynamic development team, fostering an environment that embraces agility, experimentation, and user-centred design. Acting as a bridge between technical delivery and organisational change, the role will ensure that digital initiatives are not only technically sound but also aligned with broader service ambitions and community needs.

This management position demands a forward-thinking mindset, capable of navigating complex challenges and identifying opportunities to modernise how the council operates and engages with residents. The postholder will be instrumental in embedding digital thinking into the council's culture, encouraging collaboration across departments, influencing senior stakeholders, and advocating for the adoption of emerging technologies where they add value. With a strong emphasis on strategic alignment, the role will support the delivery of the council's digital strategy, ensuring that innovation is purposeful, inclusive, and sustainable.

The Digital Innovation Manager will be an influential figure in driving transformation, not only through systems and platforms but through people, partnerships, and progressive thinking, ensuring Tewkesbury Borough Council remains at the forefront of digital public service delivery.

SPECIFIC DUTIES

The Digital Innovation Manager will provide effective line management for the development team within the wider transformation directorate. This includes fostering a seamless, positive, and collaborative relationship with the programme management team to ensure alignment and delivery of strategic priorities. The postholder will coordinate and manage the effective delivery, monitoring, and reporting of the team's objectives, particularly those outlined in the council's Digital Strategy. A key responsibility will be overseeing all aspects of the council's digital and online services, including the digital platform, intranet, and websites, ensuring they are robust, user-friendly, and fit for purpose.

In support of the Associate Director: IT, Cyber and Digital, the manager will help shape the council's digital future by advising on and recommending appropriate technology solutions. This includes identifying and supporting the delivery of efficiencies and service improvements across the council through the implementation of effective digital solutions. The role demands a proactive approach to challenging traditional ways of working, offering innovative alternatives with a strong emphasis on enhancing the customer experience. The postholder will also lead efforts to drive the culture change necessary to support the team's projects and digital transformation initiatives.

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The postholder will be expected to report on progress and champion the success of the team to a range of stakeholders, including elected members, the leadership team, and external audiences at events, contributing to sector-wide discussions. Building constructive relationships with partner organisations will be essential to identify shared efficiencies and improvements, with a particular focus on digital solutions, customer-centric approaches, and cultural transformation.

From a technical perspective, the postholder will take a leading role in the team's agile development approach, ensuring that processes are followed and projects are delivered on time. They will be responsible for developing and embedding thorough testing protocols for all developed systems and maintaining a robust bug management process. Adherence to change management processes will be critical, and the manager will be expected to ensure the team complies with these standards. Staying abreast of market trends and emerging methods for delivering digital services will be vital to maintaining the council's position at the forefront of innovation.

ORGANISATIONAL CHART

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                        │  AD: IT, Cyber and Digital │
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         ▼                       ▼                       ▼
┌──────────────────┐   ┌──────────────────────┐   ┌──────────────────────────┐
│ IT support manager│   │ Digital Innovation   │   │ Networks and Cyber manager│
└──────────────────┘   │ Manager              │   └──────────────────────────┘
                       ├──────────────────────┤
                       │ Senior Developer     │
                       ├──────────────────────┤
                       │ Developer            │
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                       │ Developer            │
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                       │ Wordpress Developer  │
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KEY WORKING RELATIONSHIPS

The postholder will be responsible for 4 developers (WordPress developer, Senior developer and two Digital developers). They will be working closely between the digital team and programme management team as a key link to ensure projects are delivered to specification and to time. They will ensure the work done to transform processes considers new and emergency technologies and utilises them where possible.

The postholder will be a key point of contact for Heads of Service and managers looking to innovate and improve efficiencies in processes and shortfalls with existing technologies, offering expertise and guidance on trialling new ways of working.

RESOURCES

The postholder will be responsible for managing digital development resources, including oversight of the digital platform, intranet, and websites. This includes ensuring the effective use of allocated budgets to support innovation and service improvement initiatives. The role involves managing digital assets and tools used by the development team, ensuring they are maintained, secure, and aligned with the council's digital strategy. The postholder will also be responsible for ensuring that information handled by the team is

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managed in accordance with data protection and information governance standards, and that all digital systems under their remit are compliant with relevant policies and legislation.

PHYSICAL DEMANDS

The role requires a high level of typing speed and accuracy due to the nature of digital development and documentation responsibilities. While primarily office-based, the postholder may occasionally be required to drive to attend meetings or conferences. The role also involves regular use of digital equipment and systems, and the postholder will be expected to promote a positive and productive working environment within the team. Physical demands are generally low, but the ability to work efficiently in a fast-paced, digitally focused setting is essential.

MENTAL DEMANDS

The postholder will have access across vast portions of the digital systems used, this may result in them being subject to sensitive or distressing information. There will often be conflicting demands across the team, the postholder will be expected to prioritise and lead the team through changing and competing priorities.

The postholder may have to perform occasional lone working.

WORKING ENVIRONMENT

The postholder will be expected to work from the Tewkesbury offices at least three days per week, and may work the remainder from home if their home environment is in compliance with the remote working policy.

ALL STAFF RESPONSIBILITIES

To adhere to all Council Policies, in particular Equal Opportunities.

To undertake any other duties properly assigned from time to time by your line manager which are appropriate to the grade and character of the post.

To be committed to the principles of equality, diversity and the ability to treat everyone who you come in contact with dignity and respect.

Tewkesbury Borough Council is committed to the principles of safeguarding and promoting the welfare of all children, young people and vulnerable adults; therefore, all employees have a responsibility and duty of care to report safeguarding issues they become aware of or witness.

HEALTH AND SAFETY

Ensuring that services are delivered in compliance with existing and new Health and Safety legislation and the Council's Health and Safety Policy and ensuring that duties are pursued in a safe manner with due regard to the Health and Safety of yourself and others.

To manage risk and to help formulate and comply with the Council's Corporate Health, Safety and Welfare Plan, and to ensure that both systems and premises under your control are maintained in an acceptable standard to ensure the risk management and health and safety of staff and visitors.

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PERSON SPECIFICATION

QUALIFICATIONS	ESSENTIAL	DESIRABLE	ASSESSMENT METHOD
Level 3 qualification e.g. A level, or BTEC award or certificate or diploma in a relevant field	☒	☐	Application
Agile practitioner certified	☒	☐	Application
Management qualification in relevant subject area	☐	☒	Application
Qualification in Cyber Security such as CCSP	☐	☒	Application
EXPERIENCE	**ESSENTIAL**	**DESIRABLE**	**ASSESSMENT METHOD**
Experience in a management role or significant supervisory experience	☒	☐	Application
Developing on a low-code platform – such as Liberty Create	☐	☒	Application
Experience developing with Vue.js and Go Lang	☒	☐	Application
Experience writing modern, responsive HTML and CSS for the web	☒	☐	Application
Familiar working with Web APIs (both REST and SOAP)	☒	☐	Application
Familiarity with building database queries in SQL	☒	☐	Application
Experience engaging and employees and influencing stakeholders	☒	☐	Application
Experience in being creative and building innovative solutions	☒	☐	Application
Experience in Local government or similar organisations, writing reports and presenting at committee	☐	☒	Application
Experienced in the legislation, policy and standards for accessible public services	☐	☒	Application
SKILLS	**ESSENTIAL**	**DESIRABLE**	**ASSESSMENT METHOD**
Skilled in working with web technologies, APIs, cloud infrastructure	☒	☐	Application / interview
Budget management for digital projects	☒	☐	Application / interview
Analytical, advisory, negotiating and motivational skills	☒	☐	Application / interview
Leadership and supervisory skills	☒	☐	Application / interview

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	ESSENTIAL	DESIRABLE	ASSESSMENT METHOD
Communication and presentation skills	☒	☐	Application / interview
Organisational and problem-solving skills	☒	☐	Application / interview
Deadline management and prioritisation	☒	☐	Application / interview
Working under pressure with minimal supervision	☒	☐	Application / interview
Attention to detail	☒	☐	Application / interview
Implementing change and bringing services along with you	☒	☐	Application / interview
Cross-disciplinary working	☒	☐	Application / interview
Working to tight deadlines	☒	☐	Application / interview
BEHAVIOURS / ATTRIBUTES	**ESSENTIAL**	**DESIRABLE**	**ASSESSMENT METHOD**
Customer focused	☒	☐	Application / interview
Open to change and continuous improvement	☒	☐	Application / interview
Calm, helpful, co-operative disposition	☒	☐	Application / interview
Initiative and conscientiousness	☒	☐	Application / interview
Accuracy and attention to detail	☒	☐	Application / interview
Strong interpersonal and client liaison skills	☒	☐	Application / interview
Methodical approach	☒	☐	Application / interview
Sensitivity to organisational culture and political complexities	☒	☐	Application / interview
Resilience to overcome obstacles and resistance	☒	☐	Application / interview
Teamwork and independent working	☒	☐	Application / interview
Commitment to equal opportunities and health and safety	☒	☐	Application / interview
Full driving licence with use of motor vehicle	☒	☐	Application / interview

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