Job Description

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| **Employer:** | Active Black Country Limited  |
| **Job title:** | Digital Inclusion Manager |
| **Department:** | Partnerships  |
| **Location:** | 1st Floor Neville HouseSteelpark RoadHalesowenB62 8HD |
| **Contract:** | 3 year Fixed Term Contract  |
| **Salary:** | £40,000 per annum  |
| **Hours of work:** | 37.5 hours per week with additional hours worked as necessary for the proper performance of duties |
| **Reporting to:** | Director of Partnerships  |

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| **Job purpose** |
| The Digital Inclusion Manager will play a pivotal role in supporting the Black Country’s vision - of creating a region where people of all ages, abilities, and backgrounds can be active, move more, and enjoy sport - through maximising the use of digital connectivity to realise health, wellbeing and community benefits.This role aims to increase a range of opportunities for local people to be active & move more, through implementing the Physical Activity Digital Inclusion strategy to address user needs, develop digital literacy and confidence through training and support, and collaborate with other sectors to create inclusive digital services and opportunities. |
| **Main duties** |
| 1. As the Digital Inclusion Manager, you will develop and manage an implementation plan which reflects the desired outcomes of Active Black Country’s Physical Activity Digital Strategy.
2. Work with the place partners across the 4 Black Country local authority areas and Active Black Country to develop a comprehensive understanding of the digital landscape across the Black Country.
3. Develop effective working relationships with a breadth of partners and organisations to support integration across digital platforms and systems to connect, maximise resources and influence across the Black Country.
4. Be the lead advocate for the Black Country Moving digital platform as a resource for stakeholders and community organisations to promote opportunities for people to be active and access high quality CPD & training.
5. Work closely with Active Black Country’s Active Communities Strategic Lead to oversee the work of the Community Engagement Officers and work closely with partners to build capacity across community organisations to become confident and capable in using digital tools that make it easier for residents to access physical activity opportunities.
6. Sustain an inclusive and accessible open data Black Country Moving Platform that promotes a diverse range of activities, services, training and CPD.
7. Ensure the Black Country Moving platform remains accessible, user friendly and responsive to community and partners needs.
8. Co-ordinate and chair project steering group meetings and produce reports for partners and appropriate governance requirements. Including ABC Strategic investment Committee.
9. Working with the support of the ABC Strategic Lead for Impact, ensure monitoring, evaluation and learning is captured and applied to help us fulfil organisational and place ambitions.
10. Work with the Active Black Country Strategic Communications Lead to share case studies and good news stories.
11. Under the Director of Partnerships manage the digital inclusion budget, ensuring accurate financial management and reporting.
12. Ensuring compliance at all times with contract management, procurement and finance procedures.
13. To be responsible and take reasonable care for the Health, Safety and Welfare of self and other employees and the public in accordance with Health and Safety Legislation and company procedures.
14. Adhere to the Data Protection Act at all times. Confidentiality must be maintained at all times.
15. To adhere to all relevant Active Black Country Limited policies and procedures at all times.
16. Undertake such other duties as may be appropriate.
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| **Person Specification** |
| 1. Able to work as a trusted partner and build strong, effective, and valued relationships across a wide range of people and organisations.
2. Visibly values and promotes co-design and can bring people together to jointly create innovative ideas and practice.
3. Skilled in building trust and long-term relationships across sectors—especially with local partners, community-based organisations, local authorities and charities.
4. Proven experience of leading digital projects, employment and skills programmes or related work and a willingness to maintain contemporary knowledge of digital trends.
5. Demonstrates professional, voluntary, or lived experience of communities most marginalised or under-represented in being active. Has knowledge and understanding of the barriers to activity. Can articulate, demonstrate, or evidence the valuable role that physical activity and sport can contribute to health, environmental & socio-economic outcomes.
6. Strong understanding of digital technologies (cloud platforms, data analytics, data integration, open data)
7. Demonstrable expertise in building a culture of continuous improvement and reflective practice, by supporting teams to ask effective questions, use data wisely, and apply learning practically.
8. Able to work with complexity and influence and advocate for learning beyond programme delivery.
9. Can effectively prioritise and set and meet objectives within deadlines and planned goals.
10. Can demonstrate a quality of thought disseminating data, insight and trends translating it into meaningful action and decision making.
11. Strong written and verbal skills, able to distil learning clearly for different audiences, including communities, partners, and funders.
12. A self-starter who shows skills in agile and adaptive working proving they can respond quickly, work flexibly and navigate through fast-paced, changing, complex and uncertain environments.
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