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| **Job title:** | Black Country Digital Inclusion Lead  |
| **Location:** | Active Black Country Office, Neville House, Halesowen, B62 8HD and home workingRole to cover the following Local Authority areas of* Wolverhampton
* Dudley
* Sandwell
* Walsall
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| **Contract:** | 3-year fixed term contract. |
| **Salary:** | £38k |
| **Hours of work:** | 37.5 hours per week  |
| **Reporting to:** | ABC Ltd Director of Partnerships |

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| **Purpose of the role:**Supporting the Black Country vision for the region where all ages, abilities and backgrounds are able to be active, move and play sport, the Digital Inclusion Lead will play a key role in achieving growth and development in the following areas. 1. Develop community organisations that are confident and competent in using digital technology, making it easier for residents to access physical activity opportunities online.
2. Ensure organisations are supported around digital inclusion to create activity pathways that are inclusive and meaningful within their local places.
3. Sustain an inclusive and accessible platform for residents across the Black Country to utilise.
4. Further knowledge, understanding and awareness of open data and its benefits.

Working alongside the ABC team and Local Authority partners, the Digital Inclusion Lead will:1. Develop a robust understanding of the digital landscape across the Black Country including key staff, digital strategies, training providers and available resources.
2. Produce a digital inclusion strategy that will support community organisations and Black Country residents, that is aligned to each of the 4 Black Country Authorities.
3. Develop an operational plan that will direct the work of the Community Digital Engagement Officers.
4. Connect and collaborate with stakeholders across the Black Country to build positive relationships.
5. Ensure organisations are fully supported around digital inclusion to create activity pathways that are inclusive and meaningful in their local places.
6. Sustain an inclusive and accessible open data wayfinding platform for community organisations and residents across the Black Country that promotes physical activity opportunities.
7. Utilise the platform to share best practice and learning across the Black Country to influence future physical activity, health and wellbeing agendas, and create positive change in communities.
8. Link digital inclusion work to ensure connectivity to the ABC Storyboard.
9. Work closely with the WMCA digital strategy and its officers to maximise benefit across the Black Country.
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| **Specific duties** **Co-ordinate and manage the delivery of Project outcomes:*** + Work with targeted organisations to open their data, connect existing systems including health and wellbeing platforms to the Black Country Moving platform.
	+ Establish relationships and partnerships with key personnel and appropriate training providers.
	+ Work closely with the Active Communities Strategic Lead to identify community needs and deployment of Community Digital Engagement officers.
	+ Oversee support for community organisations and partners integrating physical activity content on the Black Country Moving Platform.
	+ Develop the wayfinding experience within the platform, including the development of content with community organisations and sector partners.
	+ Work with community organisations to promote further opportunities.
	+ Co-ordinate and chair project steering group meetings and produce reports for all partners via ABC Ltd Strategic Investment Committee.
	+ Work with ABC’s Strategic Lead for Impact to share and disseminate learning with the Strategic Investment Committee and broader partners.
	+ Collect and collate data which will support the Learning and Outcomes Framework.
	+ Work with ABC’s Strategic Lead for Communications to oversee the marketing and communication of the project.
	+ Work with WMCA digital strategy and connect to key personnel that can support the work across the Black Country.
	+ Management of budget to ensure robust and accurate financial management in line with budget profile and agreed targets.
	+ Explore additional investment opportunities to support growth.
	+ Manage the project risk register.
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| **General duties** |
| * Manage and contribute to the project steering group and work harmoniously with colleagues and external partners, supporting others in their work.
* Understand and promote the priorities, and activities and best interests of the project.
* Achieve agreed performance targets.
* Treat with confidentiality information about any organisation, its staff, trustees, or clients that is sensitive, personal or private.
* Cover the work of colleagues during holidays or absences.
* Adhere to all relevant Active Black Country Limited policies and procedures at all times.
* Travel to all parts of the Black Country as appropriate to deliver the role.
* Work flexibly and be available for occasional out-of-hours working (including evenings, weekends, and bank holidays) as needed.
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| **Person Specification** |
| **Essential Criteria*** Experience of building positive relationships.
* Experience of project management, including financial management and reporting.
* Experience of developing and delivering effective training sessions to a varied audience in community settings.
* Experience of developing successful partnerships and networks, by bringing individuals and organisations together.
* Excellent all-round communication skills, including writing and the ability to motivate and influence others.
* Experience of working with and developing online platforms.
* Digital qualification or relevant experience.
* Ability to effectively prioritise work and meet agreed deadlines.
* Ability to work independently or as part of a team.
* Good computer literacy including Microsoft Office software.
* Knowledge and understanding of open data and data practices.
* Knowledge and understanding of data protection, safeguarding and health and safety.
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| **Other requirements** The work with partners and community organisations requires a degree of flexibility and the role will occasionally require work out of normal office hours including evenings and weekends. |

**Last updated:** 10.06.25