Role Profile

**JOB TITLE:** Digital Transformation Lead

**LOCATION:** Based in one of our offices (Plymouth, Liskeard, Newquay) with some opportunity to work remotely.

**HOURS:** 35 hours per week to be worked flexibly including evenings & weekends to suit the needs of the business/team

**SALARY:** Starting from £30,900 (depending on experience)

**CONTRACT:** Permanent

**REPORTING TO:** Head of Marketing & Communications

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**About Real Ideas**

We solve problems and create opportunity.

From supporting young people to find work and develop skills to helping start-ups and enterprises thrive, and from breathing new life into important community assets, to creating world-class cultural experiences, we work to solve problems and create positive and lasting social change.

With the growing community of Real Ideas Members, we seek to create a fairer, greener future for everyone.

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**Job Purpose**

As Digital Transformation Lead you will drive the digitalisation agenda for Real Ideas, working with colleagues across the organisation to define business requirements and priority initiatives in line with the wider organisation development plan, ensuring effective design, planning, implementation, and benefit realisation, on time and on budget.

Rooted in the Marketing and Communications team, you will be accountable for all digital transformation activities to customers and colleagues across Real Ideas. From external facing tech that delivers great customer experience, to internal processes that implement automation to allow our staff to focus their energy and time on the work that requires human connection – you will oversee the digital development to take our delivery to the next level.

You will be accountable for designing and digitising end to end customer journeys, implementing and reviewing our tech stack and working with external development partners to build the bespoke solutions we need. You’ll also work with colleagues internally to support the adoption and use of tech solutions to best effect.

For us it’s not about digitising our soul, but using the right tech, in the right place, for the right job, so that people can do more of the human stuff that matters.
Main Duties & Responsibilities

- Be accountable for the Real Ideas Membership platform, its stability, growth, and commercial viability
- Platform/Software development (content display, access to recordings, membership resources in line with product roadmaps/development plan/company strategy
- Work with colleagues and members to improve the online portal user experience and develop the best possible processes, functionality, features, and UI for future releases
- Work with the Head of Resourcing and Operations Lead on the digitisation & automation of business processes
- Develop effective working relationships with suppliers and other stakeholders, in order to help define priorities, manage expectations and update on progress.
- Support and enable colleagues to adopt digital approaches by acting as an interface between Real Ideas and our outsourced technical/digital partners
- Work with external web agency/developers, graphic designers and marketing and membership colleagues to develop and roll out new product drops and resolve queries on the Membership Platform
- Provide digital thought leadership to the business, overseeing our tech stack and advising on new trends, opportunities, and developments.

RIO wide responsibilities

- To represent Real Ideas well, understanding and talking coherently about Real Ideas products and programmes to provide more value for customers and members.
- To adhere to and uphold Real Ideas social purpose, strategic aims, and policies.
- To contribute to a culture of inclusion and equality and demonstrate a commitment to removing all forms of discrimination.
- To act with integrity and always maintain the highest professional standards.
- To strive to meet individual and collective targets.
- To maintain the level of qualifications/personal and professional development and competence required to carry out this role and notify the company immediately of any circumstance that affects this.
- To use all Real Ideas reporting and other systems proactively and effectively.
- A flexible approach is required for the role.
• Additional, reasonable duties commensurate with the role and as agreed in advance from time to time.

This job description is not necessarily an exhaustive list of duties and is intended to reflect a range of duties the post-holder will perform. The job description will be reviewed regularly and may be changed in the light of experience and in consultation with the post-holder.

**Person Specification**

Working at Real Ideas is exhilarating, but it can also be challenging; we’re not a typical organisation and by design we don’t fit into traditional business structures or strict 9 to 5 working hours.

Principally we’re looking for people who embrace our vision and values, and who want to join us on this journey. Whilst your technical skills and abilities are important, being on board with our vision is crucial.

You’ll need to be dedicated, tenacious and enjoy the challenges of working as part of multi-disciplined team. In Real Ideas collaboration is key, so you’ll need to be a great team player, up for working with a wide range of people from colleagues and partners to clients and suppliers.

We’re interested in finding people who are proactive, hungry for opportunities to be responsible and accountable, and who can ride the waves of change with the wind in their hair and a smile on their face.

And because we always strive to be the best we can be, you’ll be happy to challenge and be challenged.

If this sounds like you, then read on...

We use the following criteria to assess your suitability for the role. Please note that requirements at the application stage represent the minimum requirements for shortlisting purposes.

<table>
<thead>
<tr>
<th>Qualifications</th>
<th>Application/Interview</th>
<th>Behaviours</th>
<th>Application/Interview</th>
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<tbody>
<tr>
<td>Relevant degree level or equivalent or at least 3 years’ experience working in a Lead Developer or Product Manager role.</td>
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<td>Adaptability</td>
<td>Application/Interview</td>
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<td>Level 2 or equivalent in Maths and English</td>
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<td>Looking at your ability to adapt to change</td>
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<td>Culture Fit</td>
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<td>Do you share our beliefs/values and bring about diversity within Real Ideas?</td>
<td>Application/Interview</td>
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Collaboration
Can you collaborate effectively and work well with others?

Growth Potential
Do you have the potential to grow with Real Ideas and can evidence goal setting and motivation?

Prioritisation
Are you able to decide which task needs to be tackled immediately and which ones can wait – someone who can manage their time and prioritise effectively.

Experience
- Experience of developing digital products utilised in the context of enterprise, membership, or subscription, and/or in a technical SaS delivery business.
- A demonstrable track record of delivering a customer-centric approach to digital product development.
- Solid and demonstrable experience defining and scoping digital functionality, user experience, and process flows
- Managing several simultaneous programmes and projects
- Getting the best out of people and opportunities.
- Working in an inclusive way, taking practical steps to remove barriers to engagement
- Experience leading and managing teams
- Proven experience of building and maintaining strong, long lasting relationships with the ability to influence and manage stakeholders.
- Experience of leading digital transformation projects and programmes
- Experience of working in an Agile way.

Knowledge
- A passion for tech and a good understanding of the latest thinking and best practice examples in digital
- Very strong understanding of digital and technology trends
- Financial modelling, budgeting, and business planning
- A sound knowledge and understanding of Data Protection and Safeguarding and their practical application in a digital context.

**Skills**

- Results and outcome focussed and motivated by commercial success
- A self-starter using your initiative to spot problems, issues and roadblocks and take it upon yourself to find solutions
- Comfortable working with technical detail but also in translating technical concepts to non-technical audiences
- Ability to prioritise and make trade off decisions independently and in conjunction with key stakeholders
- A good understanding of the requirements for the sale and marketing of digital products, including the ability to clearly articulate and demonstrate product features and benefits
- Outstanding technical, analytical, and problem-solving abilities, along with an ability to collaborate cross-functionally
- Proven ability to work accurately to deadlines and under pressure
- A strategic thinker, the successful candidate will be capable of sound decision making and able to consider wider business issues alongside considerable grasp of the detail.
- Formal project management qualifications not required but a range of experience of working as part of a project team would be an advantage
- Interest in innovation, social enterprise, and alternative economic models an advantage
- Effective interpersonal and leadership skills.

**Application**

**Interview**

**Application**

**Other**

- Act honestly, ethically and with integrity in all aspects of the role with a particular focus on inclusion in the design and deployment of digital tools.
- Strong commitment to equal opportunities
- Willingness to travel