



# Digital Adoption and Inclusion Analyst

Grade: PO2

Directorate: Finance and Resources

Service: Digital and IT

Reports to: Digital Adoption and Inclusion Lead

Deputises for manager

Direct reports: none

Budgets: not a budget holder



London Borough  
of Hounslow

## Your role

You will be an active member of the Digital and IT team, with specific responsibilities within the digital adoption and inclusion area which has responsibility for building digital capability and maturity within the organisation and community.

Your contribution will have an impact upon the practical implementation of the #1Hounslow transformation programme and the delivery of the Digital Strategy.

You are a Digital and IT ambassador, actively involved with embracing and leading change. You are outcome-focused and put Hounslow residents at the very heart of everything we do and every decision we take. You will live and breathe our values and behaviours.

You will go beyond your professional discipline and work across boundaries, within the organisation and beyond.

# What you'll do

- Work as part of a team to define and communicate a vision for digital adoption, capability, and maturity, clearly linked to the council's objectives.
- Help to develop an understanding of the organisation's digital maturity and learning needs, and, using a variety of formal and informal activities, facilitate a rolling programme of initiatives to improve digital literacy and capability.
- Actively facilitate and participate in a council-wide Digital Ambassadors' programme to build digital skills and awareness, enabling colleagues to use tools as they are intended and to their fullest extent.
- Help to drive the adoption of technologies such as Office 365 online and encourage more efficient and collaborative ways of working.
- Promote digital inclusion both within the council and across the borough, including supporting the work of the Digital Inclusion Group and the delivery of the Digital Inclusion Commitment Plan.
- Keep abreast of the use of technologies by equivalent organisations, join communities of practice and networks to share experiences and represent and promote the council and its initiatives.

## What you'll do (continued)

- Support the council-wide Hounslow Innovation Network in addressing key challenges faced by the organisation and encourage new ways of looking at how we can deliver our strategic outcomes.
- Encourage a culture of self-motivated learning throughout the organisation by helping to curate, create and promote opportunities which will appeal to a range of different learning styles.
- Support system implementation and major improvement projects, helping to ensure that learning needs are addressed, and colleagues have the necessary confidence and competence to embrace the changes.
- Explore the full potential of existing technologies and help to evolve internal processes, tools and working practices to exploit our investment and maximise efficiencies.
- Stay up-to-date with government priorities, regulations and guidelines relating to the secure, legal and ethical use of data and technology and help to spread awareness throughout the organisation.
- Promote cultural and behavioural change within Digital and IT and beyond, encouraging collaboration, openness, and shared values.
- Assist in the conduct of elections when required to do so.

# These are the values that drive us

## Lead with heart

We're here for the people of Hounslow. We work together with them and for them with care and compassion, with patience and in partnership. We put ourselves in other's shoes, remembering that every person is different, and every interaction is a real moment in their lives. We always feel first.

## Harness the mix

We work together, across disciplines and roles. We talk lots, share our insights, our skills and experience. We're not interested in siloes or defensiveness. We're always open to different approaches, we're flexible and ready to adapt. We break down the barriers between our parts and people to unlock the problem-solving power of our amazing mix of minds.

## Do new

We need to do things differently if we're going to help Hounslow people thrive in the future. Hard work is important but it's not enough on its own. We need to challenge ourselves to break new ground, invent new approaches, try new ideas, keep moving forward and keep improving. That means being ready to stop doing things we've done before. It means taking on risk and backing each other when we take a leap.

## Pass on the power

The world keeps on changing and we need to change with it. We won't be able to adapt fast enough to the future needs of our residents if we stick to old fashioned command and control. We need to hand over responsibility and give people more power to make decisions and take action themselves. It's about being transparent and straightforward. It's about providing tools and support. But most of all, it's about being ready to trust each other to do the right thing.

## Be a rock

There's lots to do and people need us. It's up to us to take the initiative. To take responsibility. To stand up and be counted. Everyday. It's about being super focused, effective and efficient. It's about allocating our resources smartly and with good rationale – using data to help guide our decisions. But most of all, it's about having the strength and determination to keep on going through thick and thin.

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- You'll bring experience of working in a similar role and be able to demonstrate experience of driving digital adoption and developing digital maturity.
  - You're excited by emerging technologies, you understand the opportunities they provide, and you are open to new ways to simplify, automate and improve processes.
  - You are passionate about making a real difference to colleagues and residents, and you bring genuine enthusiasm about digital adoption and inclusion.
  - You're comfortable translating technical concepts into non-technical language and understanding what communication is required for internal and external stakeholders.
  - You've considerable experience undertaking learning needs analysis, and designing, developing, delivering and evaluating courses and learning programmes.

Let's talk about you

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- Your range of systems knowledge and ability to quickly learn new technologies means that you are able to rapidly develop learning programmes for the wider organisation.
  - You are familiar with customer care issues with experience of dealing confidently and effectively with external agencies and members of the public as well as councillors and colleagues.
  - You have excellent attention to detail; you can produce high quality training courses and learning materials, and you are experienced adapting your approach and style to the needs and learning style of the target audience.
  - **Qualification:** you hold a degree-level qualification or demonstrable work-based experience that evidences an equivalent level of attainment and competence in related disciplines.
  - You engage in continuous professional development.

Let's talk about you  
(continued)

# Our digital strategy

Our vision is to use digital to create connected and inclusive communities in Hounslow supported by innovative and digitally-optimised services.



“Hounslow is on an exciting journey of transformation with digital embedded at the very heart. Our work will improve the lives of our communities through improved digital services, skills and connectivity.”

Mark Lumley, Director of Digital and IT

- [Read the Digital Strategy on our dedicated digital site](#)
- [Visit the Hounslow Council website](#)



- We are proud that Hounslow is a real community of communities and one of the most culturally diverse areas in the UK. Over 250,000 people live in the borough.
- It's an attractive place to live and work, with miles of river, canals, nature reserves and open spaces. The borough has some of the most beautiful parks and open spaces in London, with no fewer than five historic houses and landscape gardens. Covering 23 square miles, it stretches from Heathrow Airport in the west to Chiswick in the east.
- The borough features modern housing estates, quiet suburbs, green belt villages like Heston and bustling and fashionable cosmopolitan districts such as Chiswick.
- The borough has excellent transport links: the A4 and M4 run through the borough and the area has eight London Underground stations and seven mainline railway stations.

# This is Hounslow

Our values have equality, diversity and inclusion at their very heart, best articulated in “Harness the Mix”. It's about breaking down barriers between our parts and people and unlocking the problem-solving power of our amazing mix of minds. We serve a diverse community, we have a diverse workforce and we are committed to being an inclusive employer.

We work hard to create representation across our workforce and leadership community, to encourage diversity network groups and to provide targeted learning and development programmes in order to eliminate inequality, injustice and bias.



# Inclusivity

- **Annual leave** – generous annual leave entitlements starting from 24 days and rising to max 30 days.
- **Local Government Pension Scheme** – open to all employees, this is a tax approved, occupational pension scheme. Your contributions are based on a sliding scale according to your salary band.
- **Flexible working** – including job share and part-time working options.
- **Central locations** – the majority of our staff are based at Hounslow House, new purpose-built premises in the heart of Hounslow which is only a short walk away from the tube and overground stations.
- **Technology** – to support you working remotely or in the community.
- **Learning and development** – extensive in-house and external learning and development opportunities
- **Season ticket loans** – interest free loans for the purchase of annual British Rail and London Regional Transport Underground and Bus Season tickets from home to place of work.
- **Staff wellbeing services** - including access to Occupational Health, an Osteopath/Chiropractor and Employee Assistance Programme.
- See our website for additional benefits and information: [working for the council](#).

## Employee benefits