

**PERSON SPECIFICATION**

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| **Job Title** | **Head of Digital Strategy and Product Development** | |
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| **AfC Band** | **8c** |  |

| **ATTRIBUTES** | **ESSENTIAL** | **DESIRABLE** |
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| **TRAINING** | The post-holder will be a very experienced leader who has already worked at a senior level within a large, complex organisation. | Specific experience of leading major digital and data developments. |
| **QUALIFICATIONS** | Educated to degree level with an appropriate postgraduate qualification in a health, information management, public health or relevant management discipline, or equivalent experience. |  |
| **LEADERSHIP**   * **SELF** * **TEAM** * **ORGANISATION** * **WIDER SYSTEM** | * Creates a compelling vision as part of a wider public health system to inspire self and others * Operates and manages successfully in an environment of complexity and ambiguity * Influences and negotiates - mobilising organisational & partner resources to make things happen * Power to problem solve and engender creativity * Develops high performing and collaborative teams, with appropriate skills and experience to make positive changes across Scotland. * Leads across PHS to improve our impact in relation to digital delivery, developing impactful programmes of work in conjunction with partners. * Identifying and developing the skills and experience needed within the PHS team. |  |
| **GENERAL** | * Performance oriented – a track record of delivery & Impact * Accountable & proactive * Challenges constructively and takes risks * High levels of resilience * Wide ranging knowledge of the policy direction and priorities relating to digital and data services. |  |
| **PEOPLE** | * Leading and supporting people to change * People oriented * Consultative, participative and decisive * Supports individual/organisational success through growth * Embodies PHS values |  |
| **KNOWLEDGE AND EXPERIENCE** | * Proven experience of project management and of leading project teams in a matrix management environment. * Engaging, influencing and collaborating with senior decision makers in highly complex areas * Proven skills in leading, managing and motivating specialist, multi-disciplinary, high calibre staff/teams. * Proven experience of developing and implementing people and change focussed plans, frameworks and ways of working. * Ability to innovate and manage risks * Management of major projects and initiatives that require a deep knowledge of the breadth of service issues across Scotland * A deep understanding of policy and legislative drivers is essential. * Knowledge of information governance and data protection. |  |