

**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.
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| **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.
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| **PEOPLE** | * Leading and supporting people to change
* People oriented
* Consultative, participative and decisive
* Supports individual/organisational success through growth
* Embodies PHS values
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| **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.
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