



Directorate:	Information Technology Services (ITS)
Capability :	IT Strategy & Planning
DDAT Profession:	Y
DDAT taxonomy family:	Transformation
DDAT Role level:	TBC
DDAT Market Force Led (MFL) Pay framework:	No
Job Title:	Digital Attraction and Engagement Manager
Grade:	SEO
People Management Accountabilities (Y/N)	Y

Job Purpose/Role Description

The purpose of this role is to support the ITS Strategy and Communications Lead in the definition and delivery of the digital attraction strategy and approach. This will include engagement across ITS and the wider business to gather future requirements and to help shape these into a focused approach to help DVLA recruit and retain the right skills and capability.

This role is responsible for helping to position DVLA as an exemplar in government service delivery and a leading digital employer. You will develop engaging content and effective delivery plans using audience insight, channel expertise and your creative communications skills.

Working collaboratively with a wide range of colleagues across ITS and beyond you will define, deliver and evaluate the DVLA Digital story to external audiences. You will also build a strong understanding of your audiences and use evaluation to continually refine your delivery.

Main Responsibilities: (Work Activities)

1	Lead the production and delivery of the ITS attraction strategy and approach, consolidating input from a range of ITS and wider business stakeholders, setting direction for ITS attraction over the medium and longer term horizon
2	Work with Corporate communications and HR to define the approach, campaigns and content to deliver the strategy.
3	Oversee the development and delivery of the core communication campaigns of the attraction strategy as directed by capability requirements prioritising the work that needs to be done to recruit and retain the right skills
4	Define and report against a set of metrics and KPI's that measure progress against delivery of key elements of the digital attraction strategy.
5	Continuously improve the digital attraction function for ITS, identifying opportunities to introduce new skills and capabilities to improve its effectiveness
6	Develop relationships and collaborate with other Government Departments to share knowledge and enhance cross Government working, promoting DVLA as a leader in digital transformation and the best place to start or continue a career in digital
7	Develop and maintain effective working relationships with senior/middle management and key stakeholders to monitor the strategic capability and resourcing direction and requirements.
8	Clarifying attraction priorities, roles and responsibilities and securing individual and team ownership.
9	Build and maintain external relationships creating effective alliances and partnerships that can be used to effectively build the profile of ITS and DVLA.



10	Develop self and team to build an innovative and multi-skilled digital attraction function
11	Proactively search for innovative approaches to attraction and employer branding to drive forward DVLA's position as a leader in Digital Transformation, and the best place to start or continue a career in digital.

Technical Capabilities – SFIA (maximum of 6)		
1	IT Strategy & Planning (ITSP)	Level 5
2	Innovation (INOV)	Level 5
3	Relationship Management (RLMT)	Level 5
4	Sourcing (SORC)	Level 5
5	Professional Development (PDSV)	Level 5

Civil Service Behaviours (maximum of 6)		
1	Leadership	Level 3
2	Seeing the Bigger Picture	Level 3
3	Changing & Improving	Level 3
4	Working Together	Level 3
5	Communicating and Influencing	Level 3