Salford City Council

Role profile

Modern Workforce Operations Manager

Service	Reporting to	Location	Grade and salary
Digital, Data and Technology	Chief Technology Officer (CTO)	Office-based, on site at Swinton Civic Centre	5A £56,293 – £58,146

About the role

- Lead the council's internal digital front door for staff, making it simple for colleagues who need digital support to get the help they need, first time, through the channel that suits them best
- Design, run and continuously improve a modern omnichannel digital support front door for staff that brings together AI agents, AI telephony, self-service, social content, online guidance and in-person support into one joined-up experience
- Lead visible, face-to-face digital support for staff, including walk-up support, drop-in sessions and floor-walking. This is an office-based role, on site at Swinton Civic Centre, with visits to other council sites as needed
- Support the Chief Technology Officer (CTO) in the delivery of the digital strategy and the council's ambition for a digitally confident workforce
- Manage a team of six, made up of four Modern Workforce Support Engineers and two Apprentice Engineers, ensuring their work is aligned with service transformation goals and the needs of frontline staff
- Oversee the day-to-day running and tuning of the AI agents and self-service tools used at the front door, making sure they are accurate, accessible, secure and easy to use
- Lead the creation of engaging, creative online training guides, how-to videos and social content that help colleagues get the most from their digital tools
- Work closely with the HR and Organisational Development (OD) department to embed digital skills into induction, learning pathways and wider workforce development, using front door data, trends and analytics to identify digital skills gaps and inform HR/OD workforce development priorities
- Work in partnership with other Digital, Data and Technology teams to ensure smooth hand-offs from the front door to specialist teams and a consistent experience for colleagues
- Identify obstacles and help the team to overcome them
- To prioritise workloads and respond to staff support requests, constantly improving the colleague experience and confidence in digital services
- Coach and mentor both team members and others to apply the most appropriate agile and lean tools and techniques
- To manage the team in accordance with agreed standards ensuring relevant performance targets are set and achieved
- Oversee the delivery of digital upskilling programmes and support campaigns across departments
- Proactively implement improvements and efficiencies to existing services
- Ensure compliance with accessibility, cybersecurity, and information governance standards

- Own and build relationships with the technical teams, product owners, senior stakeholders, management and third party suppliers, utilising effective and appropriate governance mechanisms
- Manage complex team dynamics between external and internal stakeholder groups to ensure the team is aligned to and understands the same objectives
- Represent the council in regional and national forums on digital workforce support and staff experience
- Monitor and report on the performance of the staff digital front door, using data and colleague feedback to inform continuous improvement and investment decisions
- Champion a culture of great customer service, learning, and digital-first thinking

Key outcomes

- A modern, joined-up omnichannel digital front door that makes it easy for staff to get digital support, first time
- Visible, approachable face-to-face support that builds trust and digital confidence across the workforce
- Creative, high-quality online training guides and social content that colleagues use and value
- Measurable improvements in first-contact resolution, self-service uptake, staff digital confidence, and user satisfaction
- Strong partnership with HR/OD and other Digital teams, with digital skills embedded in workforce development
- A motivated, collaborative support team that works well together and keeps developing
- Clear SLAs agreed with services, consistently met and reported on
- Meaningful KPIs in place that show the difference the front door makes for staff

What we need from you

- Proven experience of leading staff-facing digital support, IT service desk or digital front door services
- Experience of designing and running omnichannel services, including AI agents or chatbots, self-service, and social and online channels
- Experience of providing face-to-face support and training to people with a wide range of digital skills and confidence
- A creative approach to producing engaging training guides, video and social content, with an understanding of what works for a busy frontline workforce
- Experience of working with HR, OD or learning teams to deliver workforce development
- Strong leadership and people management skills, with the ability to inspire and develop high-performing teams
- Expertise in business analysis, service design, and agile delivery methodologies
- Experience of coaching, mentoring and leading teams. Creating/tailoring new ways of working and always being innovative
- Ability to analyse and challenge processes to diagnose problems and identify areas for improvement
- Extensive knowledge of ICT procedures and policies
- Analyse budgetary information to inform the budget setting process, ensure adequate control over spend, and identify and alert the CTO to resourcing issues and suggest potential solutions
- Excellent stakeholder engagement and communication skills
- Be able to identify and challenge organisational processes
- Be able to actively manage the most complicated risks, issues and dependencies
- Knowledge of public sector governance, accessibility, and information governance
- Able to work on site in the office at Swinton Civic Centre, and travel to other council sites to provide face-to-face support

What we can offer you

Your ongoing professional development and success in your role is important to us, and that is why we provide a variety of learning and development opportunities. Within the sections below you will find development options tailored to you which will enable you to further develop your existing skills and learn new ones at a pace that suits you best. If you are joining us now, your development will form part of ongoing discussions with your manager. If you are an existing employee, you should use your Personal Development Reviews to discuss your development with your manager and create your development journey. It's important you also take full advantage of any informal learning available to you during the course of your work.

Developing your leadership skills
We want to equip our leaders with the knowledge, skills and behaviours outlined in our #LeadingSalford programme. Our aim is to support you to lead highly engaged, motivated teams in today's rapidly changing environment. This will be achieved through a range of bite-size Master Classes designed to help you meet the expectations that we have of our Salford leaders. In addition to the core Master Classes, we also provide accredited leadership programmes which let you build on your experience, learn about emerging approaches, and further develop your leadership practice.

Online learning
Develop your knowledge across a wide range of areas through our Me-Learning platform, with over 200 free courses to choose from. To have the best possible start and comply with current legislation, you must complete the following modules: Welcome to Salford, Health and Safety in the Office, GDPR, Equality Essentials, and Safeguarding Children and Adults. You may also benefit from a variety of courses in categories such as Business Skills, IT and Project Management which are available to learn at your own convenience and pace.

Professional Development
Gain role specific skills and time to learn through a wide range of development opportunities. Learn whilst working and get support towards your qualification through an apprenticeship standard. Access professional development ranging from entry level to master's type qualifications, including achieving a role appropriate qualification. Details can be found on the Institute of apprenticeships website.

Tailored Development
Gain role specific skills and certifications using our Microsoft Enterprise Skills Initiative subscription which is open to all Salford Employees free of charge.

A digital organisation

Developing your digital skills
Our ambition is to provide our workforce with the right level of digital capabilities needed to be successful. Whatever your current digital abilities are, we can provide development ranging from essential workplace skills to specialist workplace skills. These will be delivered through our Digital Skills Academy using both self-directed and guided learning opportunities to enable you to develop. Additionally, you can access free online courses through the iDea website.

Sharing your digital skills
Our goal is to support you to share your digital knowledge with other people. Our Digital Eagles programme has been designed to cover basic digital skills and build your confidence to assist others. By the end of this programme, you will join hundreds of staff members who already are digital eagles, and be able to help colleagues, customers, residents, or people in your personal life with all things digital.

Our leadership behaviour framework

Leadership is action, not a position. It's not just what we do but how we do it.

Whatever your role at Salford, we all strive to achieve our vision and the best outcomes for the residents and communities of Salford.

As leaders, we all have an important part to play in achieving our organisational and service priorities. These priorities give us direction and a shared purpose in our roles and should be the focus when making decisions.

We can help make these priorities a reality by living and breathing our Salford values and leadership behaviours.

This framework is broken down into three main areas:



Leading Self - making sure we are role modelling the values and invested in our own development, demonstrating integrity and authenticity.

Leading People – where we create high performing teams, and a culture that is inclusive, open and where everyone has a voice.

Leading Salford – setting the vision and purpose, and connection to the city, empowering others around you to ensure residents are at the heart of what we do.

This behaviour framework will support us all to reflect and hold ourselves, and each other to account, as we strive for continuous improvement.

Full details of how this framework shapes our Leaders and is delivered in the workplace can be found on the Salford Leadership pages of our greater.jobs website.

Our organisation's values

We have four values: Pride, Passion, People, Personal responsibility.

Our four values are central to the way we communicate about the council and the way in which we behave with colleagues, customers, and partners - so that we live and breathe our values each day.



Application guidance

We are a values-based organisation so reflecting our values or a values-based approach in your evidence will support your application.

The different sections of this role profile are there to give you an understanding of the purpose of the role. The 'what we need from you' section outlines the minimum criteria you will need to meet within your application.