

## **Organisational Development & Change**

### **JOB TITLE – Digital & AI Skills Manager**

**Job Ref: REQ260569**

#### **School/Department summary:**

The Digital and AI Skills Manager role provides an opportunity to shape how Loughborough University builds the digital, data and AI capability needed for the future. This role will support major institutional priorities including automation, responsible AI adoption, digital transformation, improved staff experience and new ways of working across professional services and academic areas.

#### **Job Description**

**Job Family and Grade:** Management and Specialist (MA) Grade 7

##### **Job Purpose**

The role will be responsible for the strategic planning, design, development and delivery of high-quality blended digital and AI learning interventions, that build the capability, confidence and competence of colleagues across the University.

Working within Organisational Development & Change, the postholder will lead the development of a university wide approach to strengthening digital, data and AI capability, ensuring colleagues can effectively and responsibly use the tools, technologies and systems available to them in support of organisational priorities. The role will be responsible for evaluating impact, measuring capability growth and continuously improving the University's digital and AI development offer to ensure it remains relevant, effective, and aligned to current and future workforce needs.

The postholder will ensure that digital, data and AI capability development is inclusive, accessible and equitable, enabling all colleagues to participate, develop and succeed regardless of status, background, role, working patterns, or any other protected characteristic.

##### **Job Duties**

###### **Strategic Leadership & Capability Development**

- Lead the development and delivery of a university-wide digital, data and AI capability development strategy aligned to organisational priorities and informed by current and future workforce capability requirements.
- Establish and continuously develop inclusive digital and AI capability frameworks, development pathways and skills assessments that identify barriers to participation and support equitable access to development opportunities.
- Analyse organisational data, insights and emerging trends to identify future skills requirements and translate these into effective learning and development solutions.
- Lead the identification, planning and delivery of digital, AI and automation-related capability development required to support the successful implementation, adoption and embedding of the University's transformation and automation projects.
- Ensure development interventions deliver measurable improvements in capability, confidence, adoption and workplace performance.
- Define and report measurable outcomes for digital, data and AI capability development, including participation, confidence, adoption, application in practice and contribution to strategic transformation priorities.

- Provide expert advice and guidance to leaders and stakeholders on digital, data and AI capability development and organisational readiness.
- Contribute to and influence organisational development and workforce planning strategies.
- Monitor participation, progression and outcomes across different colleague groups, using data and insight to identify and address inequalities in access, engagement and development.
- Promote the ethical, responsible and inclusive use of digital and AI technologies, working with colleagues across the university to ensure individuals understand potential risks relating to bias, accessibility, privacy and fairness in line with the University's AI Principles.

### **Digital Learning & Innovation**

- Design, develop and deliver high-quality digital, blended and AI-enabled learning solutions that meet organisational and learner needs.
- Ensure learning solutions are accessible, inclusive and designed in accordance with recognised accessibility standards and inclusive learning principles, removing barriers to participation and enabling success for diverse learner needs., maximising engagement and effective transfer of learning into practice.
- Utilise learning technologies, digital platforms and emerging AI tools to enhance learning experiences and improve learner outcomes.
- Establish and maintain quality standards for digital learning content and delivery.
- Evaluate learning effectiveness through qualitative and quantitative measures, using insights to continuously improve learning provision.
- Monitor developments in digital, data and AI technologies and ensure learning content remains current, relevant and future-focused.
- Promote self-directed learning and continuous professional development through the development of scalable resources, communities of practice and knowledge-sharing approaches.
- Apply inclusive design approaches to all learning interventions, ensuring content, examples, language and delivery methods reflect and support the diversity of the University community.

### **Apprenticeships & External Partnerships**

- Lead the management and development of digital, data and AI apprenticeship provision, ensuring alignment with organisational capability priorities.
- Manage relationships with apprenticeship providers, professional bodies and external partners to ensure high-quality provision and positive learner outcomes.
- Monitor programme quality, participation, completion rates and learner achievement, implementing improvements where required.
- Develop and maintain a pipeline of colleagues undertaking digital, data and AI-related apprenticeships and professional development programmes.
- Work collaboratively with internal stakeholders to ensure effective programme administration, learner support and compliance with funding and regulatory requirements.
- Ensure apprenticeship provision delivers value for money, supports workforce development priorities and demonstrates measurable organisational benefit.

### **Stakeholder Engagement**

- Build and maintain effective relationships with stakeholders across the University, acting as a trusted advisor on digital, data and AI capability development.
- Work closely with IT Services, transformation programmes, system owners and service leads to ensure digital and AI capability development is aligned to live and planned technology change, automation opportunities and institutional digital priorities.
- Collaborate with academic and professional service leaders to identify capability needs and align development initiatives to organisational priorities.
- Influence and challenge stakeholders constructively to promote ownership, accountability and the effective transfer of learning into workplace practice.
- Facilitate engagement with digital and AI development initiatives, championing a culture of continuous learning, innovation and improvement.
- Present insights, recommendations and progress updates to senior leaders, committees and governance groups as required.
- Foster collaboration across professional services and academic areas to maximise the impact and reach of capability development activities.

## Leadership and Management

- Lead, motivate and develop a high-performing team, creating an inclusive environment with wellbeing at its heart, engagement and continuous professional development.
- Set clear objectives and performance expectations, providing regular feedback, coaching and support to enable colleagues to succeed.
- Conduct performance and development reviews, addressing underperformance where required and supporting colleagues to achieve their full potential.
- Manage team resources, workloads and priorities to ensure the effective delivery of objectives, projects and service commitments.
- Promote a culture of accountability, innovation, collaboration and continuous improvement within the team.
- Support the development of team capability, ensuring knowledge and skills remain current in a rapidly evolving digital and AI landscape.
- Create and maintain an inclusive team culture in which colleagues feel valued, respected and able to contribute fully, promoting wellbeing, belonging and psychological safety.
- Ensure fair and equitable approaches to recruitment, development, performance management and talent development within the team.
- Act as a role model for the University's values, leadership behaviours and commitment to inclusion and excellence.

## Other

- Undertake any other duties commensurate with the nature and grade of the post which may reasonably be required by the Director of Organisational Development & Change.

## Points To Note

The purpose of this job description is to indicate the general level of duties and responsibility of the post. The detailed duties may vary from time to time without changing the general character or level of responsibility outlined in the document.

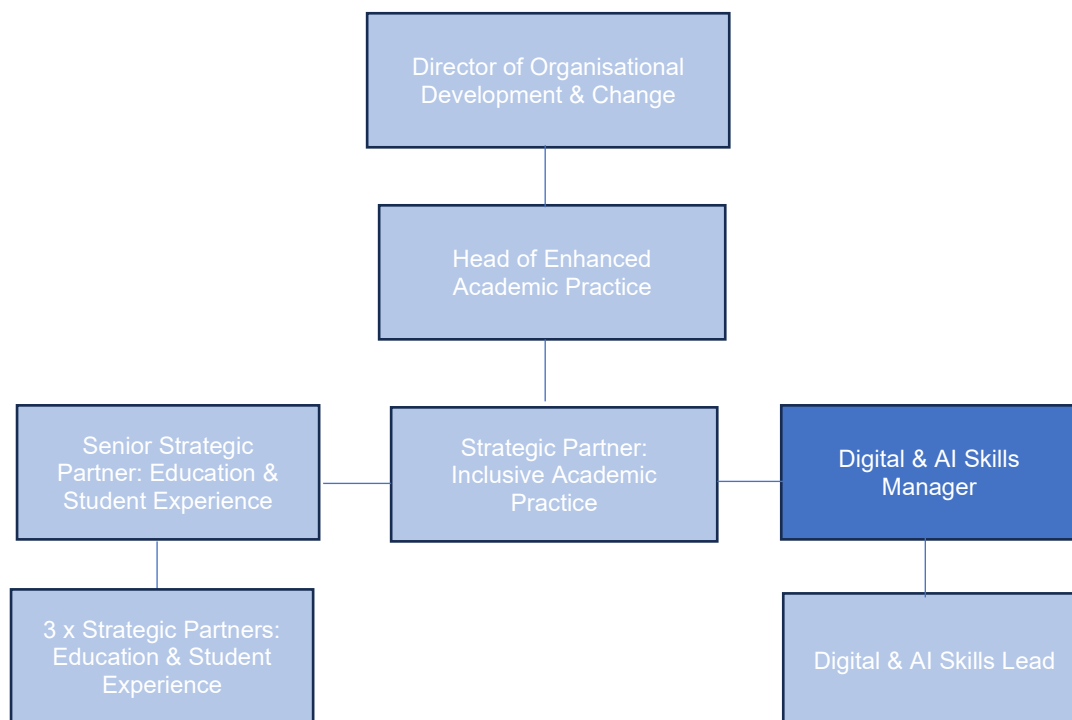
## Organisational Responsibility

Reports to the: Head of Enhanced Academic Practice

Direct Reports: Responsible for Digital and AI Skills Lead

Budget Responsibilities: TBC

Structure Chart:



## Person Specification

Your application will be reviewed against the essential and desirable criteria listed below. Applicants are strongly advised to explicitly state and evidence how they meet each of the essential (and desirable) criteria in their application. Stages of assessment are as follows:

Stages of assessment are as follows:

- 1 – Criteria measured within the Application
- 2 – Criteria measured at Test/Assessment Centre/Presentation
- 3 - Criteria measured at Interview

### Essential Criteria:

| Area                 | Criteria                                                                                                                                              | Stage |
|----------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------|-------|
| Experience           | Experience of setting strategic direction for digital capability enhancement within a complex operating environment.                                  | 1,3   |
|                      | Experience of leading organisation-wide digital, data, AI or workforce capability development initiatives.                                            | 1,3   |
|                      | Experience of designing, developing and delivering large-scale learning, development or capability building programmes / initiatives.                 | 1,3   |
|                      | Experience of identifying capability gaps and translating organisational needs into effective development interventions, ensuring impact.             | 1,3   |
|                      | Experience of evaluating the effectiveness and impact of learning and development interventions using data, evidence and insight.                     | 1,3   |
|                      | Experience of influencing and working effectively with stakeholders at all levels.                                                                    | 2, 3  |
|                      | Experience of leading change and supporting the adoption of new ways of working.                                                                      | 1,3   |
|                      | Experience of leading, motivating and developing individuals and/or teams to achieve high levels of performance and continuously improving standards. | 1,3   |
|                      | Experience of managing performance, setting objectives and supporting the professional development of others.                                         | 1     |
|                      | Experience of maintaining relationships with and managing external providers, partners and suppliers.                                                 | 3     |
|                      | Experience of driving the design and delivery of accessible and inclusive learning or development interventions for diverse audiences.                | 2     |
| Skills and abilities |                                                                                                                                                       |       |
|                      | Strong understanding of digital, data and AI capability development and the opportunities and challenges associated with emerging technologies.       | 1,3   |
|                      | Ability to think strategically and translate technical knowledge and organisational priorities into practical development solutions.                  | 1,3   |
|                      | Strong analytical skills and the ability to use data, evidence and insight to inform decision-making and evaluate impact.                             | 1,3   |
|                      | Ability to proactively influence, challenge and engage stakeholders at all levels, including senior leaders.                                          | 1,2,3 |
|                      | Excellent oral communication skills, including the ability to explain technical systems, concepts and issues to non-technical audiences.              | 1,2,3 |
|                      | Strong written communication skills.                                                                                                                  | 1,2,3 |

|                |                                                                                                                                                                        |       |
|----------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|
|                | Strong presentation and facilitation skills.                                                                                                                           | 1,2,3 |
|                | Strong interpersonal skills with the ability to build credibility, develop relationships and inspire confidence.                                                       | 1,2,3 |
|                | Ability to lead organisational change and encourage the adoption of new technologies, systems and ways of working.                                                     | 1,3   |
|                | Ability to influence and work effectively within and across multidisciplinary teams and in collaboration with others.                                                  | 1,3   |
|                | Ability to prioritise and manage competing demands, balancing strategic priorities, projects and operational activities whilst ensuring agreed deadlines are met.      | 3     |
|                | Ability to lead, motivate and develop others, fostering a culture of accountability, inclusion and continuous improvement.                                             | 3     |
|                | Very strong digital literacy and IT skills, including the confident use of digital tools and technologies.                                                             | 1     |
|                | Commitment to continuous professional development and maintaining knowledge of developments in digital, data and AI capability.                                        | 1     |
|                | Demonstrable commitment to equality, diversity and inclusion, with the ability to embed inclusive practices into learning, development and organisational initiatives. | 2,3   |
| Qualifications | Degree-level qualification or equivalent professional experience in a relevant discipline.                                                                             | 1     |
|                | Evidence of continuing professional development relevant to the role.                                                                                                  | 3     |
|                | Commitment to observing the University's Equality, Diversity and Inclusion policies and procedures at all times.                                                       | 1     |
|                |                                                                                                                                                                        |       |

**Desirable Criteria:** These are skills, experience and competencies that are additional extras that may be used to narrow the pool down if we receive a high volume of applications that meet the essential criteria.

| Area                 | Criteria                                                                                                                           | Stage |
|----------------------|------------------------------------------------------------------------------------------------------------------------------------|-------|
| Experience           | Experience of working within Higher Education or another large, complex organisation.                                              | 1,3   |
|                      | Experience of developing and implementing digital capability frameworks, skills taxonomies or competency models.                   | 1,3   |
|                      | Experience of managing apprenticeship programmes and relationships with third party providers.                                     | 1     |
|                      | Experience of enabling digital transformation, organisational change or technology adoption initiatives.                           | 2,3   |
|                      | Experience of managing budgets, contracts or external suppliers.                                                                   | 1     |
| Skills and abilities | Knowledge of the Higher Education sector and its current opportunities and challenges relating to digital, data and AI capability. | 1,3   |
|                      | Knowledge of recognised digital capability frameworks (e.g. Jisc, SFIA or equivalent).                                             | 1     |
|                      | Understanding of responsible, ethical and inclusive approaches to the use of artificial intelligence.                              | 2,3   |
|                      | Knowledge of accessibility standards and inclusive learning design principles.                                                     | 2,3   |

|  |                                                                                         |   |
|--|-----------------------------------------------------------------------------------------|---|
|  | Understanding of apprenticeship funding, quality assurance and regulatory requirements. | 1 |
|--|-----------------------------------------------------------------------------------------|---|

## Conditions of Service

The position is full time and open-ended.

The appointment will be subject to the [University's Terms and Conditions of Employment](#) relevant to the job grade.

## Shared University Responsibilities

As a member of the Loughborough community, you are expected to:

- Take reasonable care of yourself, others and the environment, and to prevent harm by your acts or omissions. All staff are therefore required to adhere to the University's Health, Safety and Environmental Sustainability Policies & Procedures.
- Support and contribute to the University's commitment to principles of equity, diversity and inclusion (EDI) while carrying out all duties, behaving in a manner that treats others with dignity and respect and upholds every persons right to lawful freedom of expression, freedom of speech and academic freedom. Further information about EDI at Loughborough and our strategic aims is available on our website.

## Our Purpose, Vision, and Values

Our purpose, Vision and Values underpin all that we do and shape how we work together at Loughborough.

We're proud to promote our values: **Adventurous, Collaborative, Creative, Authentic** and **Responsible**. Our people bring these values to life every day, and they are central to the positive and supportive culture that makes Loughborough unique.

If you join us, you'll be encouraged to bring these values to life in your own work and contribute to the positive, supportive culture that makes Loughborough unique.

Read more about our [vision and values](#).

## Our Accreditations



We strive to create a culture that supports equity and celebrates diversity throughout the campus. The University holds a [Bronze Athena SWAN award](#) which recognises the importance of support for women at all stages of their career.



We are proud to be a [Race Equality Charter Member](#). The Charter aims to improve the representation, progression and success of all minority ethnic staff and students within higher education and address issues of racism within higher education institutions (HEIs).



We are proud to be a Disability Confident Employer and have adopted a proactive approach to employing disabled people and to creating a more diverse workforce. We ensure that our recruitment processes are inclusive and accessible. We guarantee to offer an interview to all applicants who have declared a disability, provided that the essential criteria for the role are met. We proactively anticipate and provide reasonable adjustments and support existing employees who acquire a disability or long-term condition to thrive in the workplace.



We are a real living wage employer, and our Living Wage Employer Mark shows our commitment to paying our staff according to the cost of living.



We are proud supporters of the [City of Sanctuary movement](#) and delighted to be recognised as a University of Sanctuary. This national network brings together, university staff, lecturers, academics, and students, who together work to make Higher Education institutions places of safety, solidarity and empowerment for people seeking sanctuary.

**As part of the University's ongoing commitment to redeployment, please note that this vacancy may be withdrawn at any stage of the recruitment process if a suitable redeployee is identified.**

### Informal Enquiries

Informal enquiries should be made to Sharon Platts, Director of Organisational Development & Change, by email at [s.platts@lboro.ac.uk](mailto:s.platts@lboro.ac.uk).