

Vacancy Information Pack



Executive Director: Digital, Data and Technology

Application Deadline: 01/09/2024



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Welcome Letter

Thank you for your interest in this role and considering working at the Royal British Legion.

We have a fantastic opportunity to join the Executive Board as our Executive Director of Data, Digital and Technology at an exciting time as we develop a new long-term strategy for the charity.

As one of seven Executive Board members, you will lead on developing RBL's digital and data strategy and target operating model. You will be the senior lead for the Information Management & Technology function, and accountable for our Transformation Management Office (TMO).

You will need to come with a wealth of demonstrable experience in all three areas and provide robust leadership in driving forward change at a time where several change programmes and business improvement projects are underway.

You will have a new Director of Technology reporting to you and we are actively recruiting to this role over the coming weeks.

If this sounds like you and you are ready for a new challenge, please read on and consider putting in an application. I look forward to reviewing your application and potentially meeting you in the coming weeks

Kind regards,



Mark Atkinson
Director General



The Royal British Legion's Story

We employ c 2,000 people across the country campaigning on behalf of the Armed Forces community, delivering support services to them, leading Remembrance on behalf of the nation, raising funds to support our work and developing and running the organisation and our network of membership branches.

The Royal British Legion is at the heart of a national network that supports our Armed Forces community. We're here through thick and thin – ensuring their unique contribution is never forgotten. We've been here since 1921 and we'll be here as long as they need us. We are the country's largest Armed Forces charity, with over 200,000 members, 110,000 volunteers and a network of partners and charities; helping us give support wherever and whenever it's needed.

We provide lifelong support to serving and ex-serving personnel and their families. Our support starts after one day of service and continues through life, long after service is over. From providing [expert advice and guidance](#), to support for physical and mental [wellbeing](#) through to transitioning to civilian life – we can be by their side every step of the way. And it's not just members of the Armed Forces but their families too.

If there is ever a reason we can't help, our vast network will mean that we know someone who can. Read more [Stories](#) of the support we've given beneficiaries. RBL works with politicians and officials at all levels to represent the interests of the Armed Forces community. Through our [research and campaigning](#), we challenge myths about serving and ex-serving personnel. Our [manifestos](#) outline key actions we think the government should take to improve the health, finances and wellbeing of the Armed Forces, veterans and their families.

We give our Armed Forces community a voice. We champion interests of serving and ex-serving personnel and campaign on key issues to help improve their lives and make their voices heard. We often call on members of the public to add their support, helping us make a real impact. Read about out [Latest Campaigns](#).

Every year we lead the nation in commemorating and honouring those who have served and sacrificed. We remember those who lost their lives on active service in all conflicts; from the beginning of the First World War right up to the present day, as well as all those who have served and their families.

Wearing a poppy is a way of showing appreciation for the service and sacrifice of our Armed Forces, veterans and their families, both past and present. Read ["The Story of the Poppy"](#).



["My service would not have been the same without them"](#)

Liz served in the RAF for 11 years before her diagnosis of fibromyalgia made it difficult for her to continue. She decided she didn't want to give up, and has used sport to help overcome physical and mental health challenges

Read [Liz's story](#)



["The Royal British Legion Came and Saved Me"](#)

Former Army Captain, Laurence 'Loz' Moore studied a degree in Military History then began training at Sandhurst alongside Prince William. He served in Northern Ireland, Iraq, and completed two tours of Afghanistan. Loz's experiences in the Army led him to develop PTSD, and he shortly after stopped serving.

Read [Loz's story](#)

Diversity, Equality, and Inclusion

Our ambition

The Royal British Legion has always been made up of many parts and we are almost unique in our ability to bring together nations, communities, and individuals in support of our Armed Forces community. Bringing people together is core to Remembrance and our mission.

As the Armed Forces community and society continue to evolve, we need to evolve too. We are the largest UK Armed Forces charity with thousands of passionate staff, volunteers, and members, and we have a responsibility to take the lead and lead by example.

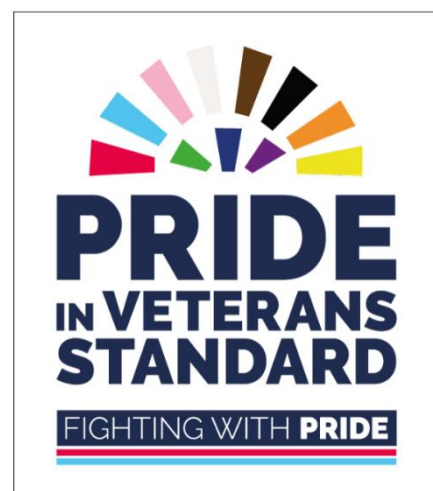
Our commitments

- We will ensure our leaders play a visible role in fostering a positive and inclusive culture
- We will provide opportunities for everyone, no matter their role at RBL, their background, or personal characteristics
- We will support our members in building diverse and inclusive communities
- We will enable everyone to reach their potential and receive the service or recognition they deserve
- We will showcase diverse role models and celebrate our differences, working with key stakeholders and partners to share best practice

Driving change and continuing progress

We believe that the compassion, understanding, and service we show each and every individual should be reflected in the way we all support, respect, and include every individual who works with us. We want everyone involved in our work or receiving our services, to feel proud to contribute to or be part of a diverse and inclusive organisation.

We recognise that we still have a long way to go to ensure that we make the RBL a truly great and inclusive organisation to work for and be part of so we have set out our commitments to provide a clear path to deliver this ambition. We will keep listening, learning, and sharing our progress and impact.



Organisation Structure

We achieve what we do partly through how we have organised ourselves and below is RBL's current operating model comprised of seven directorates and the services we provide:

The structure is comprised of seven Executive Directors who lead their directorates and 21 Directors who lead services. Below provides the number of staff in each directorate (excluding casuals and agency):

Directorate	Number of staff
Director General	39
Services (includes Care & Poppyscotland)	1364
Marketing, Fundraising & Remembrance (includes NMA)	420
Finance & Commercial	90
Membership	66
People & Organisational Development	61
Digital, Data, and Technology	39

Job Description

Job Title:	Executive Director – Digital, Data and Technology
Reporting To:	Director General
Responsible For:	Director of Technology Transformation Lead + other roles to be determined

Role Purpose:

The Executive Director – Digital, Data and Technology is a member of the Executive Board, accountable to the Director General for developing and delivering the charity’s digital and technology strategy and ensuring we become data-driven in all aspects of our work, cater for all of our potential digital first customers, supporters, members and beneficiaries, whilst accountable for the Information Management & Technology function.

The postholder is also accountable for our Transformation Management Office and the overall strategic leadership of the charity’s wider change and transformation programmes. The Executive Director is expected to build and develop a series of high performing teams that deliver impact and value for the charity.

Key Responsibilities:

Executive Leadership

1. As a member of the Executive Board, contribute to the development and delivery of the charity’s strategy, annual business plan and the associated performance objectives for all Executive Directors.
2. Champion and enact the Royal British Legion values, through the dynamic and effective leadership.
3. Ensure the Executive Board and Board of Trustees benefits from timely, accurate and insightful management information and analysis that enables good decision-making.
4. Collaborate with fellow Executive Directors to create a working environment where individuals and groups can achieve their full potential and feel empowered to deliver services efficiently and effectively and challenge the status quo.
5. Maintain positive and regular communications with the charity’s leadership community, providing support, guidance and advice where appropriate.
6. Promote the value and importance of good business partnering and collegiate working through a relentless focus on high professional standards.
7. Positively support the Board of Trustees in discharging their duties by providing high quality papers, options and appraisals.

Digital, Data and Technology

8. Lead the development and implementation of a comprehensive digital, data and technology strategy which enables the charity to realise its long-term strategy.
9. Define a clear and costed technology roadmap that accelerates the charity to a well-defined technology architecture/landscape that supports the charity’s needs now and in the future.
10. Ensure we have a data strategy that allows the charity to better understand its customers and supporters and meet the needs of the armed forces community and drive the charity’s growth and impact.
11. Accountable for ensuring the charity has appropriate cyber defences and that there is a programme of vulnerability scanning, penetration testing and other measures.

12. Establish a best-in-sector digital design team that supports the charity to develop new products, services and campaigns.
13. Drive innovation in next-generation technology product development.
14. Sponsor the advancement of digital literacy and innovation across the charity.
15. Work closely with our legal and information security teams to develop a compliant and appropriately governed technology ecosystem, centred around accountability, risk mitigation and agility.

Transformation Management Office

16. Accountable for the performance of the Transformation Management Office and the planning and execution of major organisational change programmes.
17. Ensure the charity has a coherent and costed plan to deliver complex enterprise-wide change programmes both those related to technology and more broadly. Assess and measure the benefits of the change programme to ensure the charity achieves a good financial return on investments.
18. Identify and manage risks and interdependencies across the change portfolio and report these to both the Executive Board and Board of Trustees. Collaborate with Directorates to ensure Subject Matter Experts are available to support change initiatives.
19. Ensure appropriate governance arrangements that provide oversight and assurance to the Executive Board and Board of Trustees.

Other

20. Supervise a range of external advisers, partners and suppliers.
21. Financial management of the DDaT and TMO operating budgets.
22. Ensure that all legal and statutory obligations are met and act as the Executive Board lead for business continuity.
23. Participate in the charity's on-call Executive system.
24. Represent the charity nationally and internationally as and when required.
25. Along with other members of the Executive Board, deputise for the Director General as required.

This job description reflects the current scope of duties and responsibilities of the role.

The post holder may be asked, and is expected, to undertake any other duties commensurate to the grade of the post. As duties and responsibilities change and develop, this job description will be reviewed and may be subject to amendment.

General

- To live The Royal British Legion's shared values (Service; Collaboration; Passion; Excellence; Valuing our people) in the way you work and engage with others - the fundamental beliefs and qualities of who we are and what we do.
- To be responsible for your own health and safety and that of your colleagues, enacting Health & Safety at Work Act (1974) and relevant legislation, including reporting any health and safety hazard immediately you become aware of it.
- To uphold the requirements of the General Data Protection Regulations and Data Protection Act 2018.
- To maintain required levels of confidentiality regarding information that you come to possess in the course of your work which is commercially or personally sensitive.

- To be inclusive and equitable in your treatment of any parties you engage with through your duties, upholding RBL's Diversity & Inclusion policy and ensuring that we act as an equal opportunities employer and in accordance with the Equality Act (2010).

Person Specification

Criteria	Essential / Desirable	How to be measured
Qualifications		
Evidence of continuing professional and leadership development	E	Application / Interview / Certificate
Knowledge & Experience		
Demonstrable experience operating at a senior level in a large and complex organisation (in any sector) and experience of working with a Board.	E	Application / Interview
Evidence of successful leadership of digital, data and technology functions in an environment of organisational transformation and improvement.	E	Application / Interview
Exceptional leadership and communication skills with experience of dealing with a wide range of internal and external stakeholders.	E	Interview
Evidence of successfully leading, influencing and motivating large teams with differing levels of seniority experience.	E	Application / Interview
Experience of leading a culture of continuous improvement and value for money	E	Interview
Evidence of managing complex, organisational wide change projects.	E	Application / Interview
Evidence of having undertaken own development to improve understanding of equalities and diversity issues.	E	Application / Interview
Experience of working with an organisation going through large scale change.	D	Interview
Experience of working in a large charity or social business	D	Application
Strong commercial and business acumen with an ability to lead development and implementation of a comprehensive long term technology strategy	E	Interview
Ability to influence a wide range of internal and external stakeholders to bring about change and service improvements	E	Interview
Intellectual flexibility to make strategies and complex situations accessible to stakeholders.	E	Interview
Ability to balance the need to think strategically and manage and deliver operationally.	E	Interview

Thorough understanding of the financial requirements of a regulated charitable organisation.	D	Application / Interview
Innovative style of management, motivating and setting direction whilst communicating vision and leading change through others.	E	Interview
Collaborative working style with peers, sharing knowledge and understanding of current issues.	E	Interview

Executive Director Core Skills

Planning and organising - Is an acknowledged leader in business and operational planning, organising, prioritising and overseeing activities to deliver business objectives.	E	Interview
Action Planning - Applies expertise to developing appropriate plans.	E	Interview
Strategic Planning - Is an acknowledged leader in strategic planning.	E	Interview
Organisation Design and Development - Applies expertise to ensure RBL develops and maintains the culture, values and design is needs to reach its objectives.	E	Interview
Verbal Communication - Is expert in using clear and effective verbal communication to express ideas, request actions and formulate plans.	E	Interview
Managing Change - Is an acknowledged leader in leading change, including providing guidance and training to others	E	Interview
Builds Networks - Creates, maintains and develops networks across the organisation, to break down silos and enable consistent delivery of strategy.	E	Interview
Adaptive Mindset - Balances application of expertise around tried-and-tested methods with innovation and flexibility, as circumstances require.	E	Interview
Financial Management - Effectively leads the development of budgets against strategy and plans, able to effectively analyses and interpret data to inform the use of resource and financial planning.	E	Interview

Executive Director Behavioural Competencies

Cultural Alignment - Champion and live RBL's vision, values and culture.	E	Interview
Customer Focused - Building strong customer relationships and delivering customer-centric solutions.	E	Interview
Drivers Results - Consistently achieving results, even under tough circumstances	E	Interview
Personal Resilience - Rebounding from setbacks and adversity when facing difficult situations.	E	Interview
Strategic Mindset - Seeing ahead to future possibilities and translating them into breakthrough strategies.	E	Interview

Builds Effective Teams - Building strong-identity teams that apply their diverse skills and perspectives to achieve common goals.	E	Interview
Situational Adaptability - Adapting approach and demeanour in real time to match the shifting demands of different situations.	E	Interview
Collaborates - Building partnerships and working collaboratively with others to meet shared objectives.	E	Interview
Manages Complexity - Makes sense of complex, high quantity, and sometimes contradictory information to effectively solve problems.	E	Interview
Personality Traits		
Need for achievement - A tendency to work intensely to achieve difficult standards	E	Interview
Tolerance of ambiguity - Comfort with uncertain, vague or contradictory information that prevents a clear understanding or direction	E	Interview
Adaptability - Comfort with unanticipated changes of direction or approach	E	Interview
Curiosity - A tendency to tackle problems in a novel way, see patterns in complex information, and pursue deep understanding	E	Interview
Credibility - Aims to achieve consistency between one's words and actions	E	Interview
Assertiveness - Enjoyment in taking charge and directing others	E	Interview
Influence - The ability to motivate and persuade others	E	Interview

During the selection process, we will also use values-based competency assessment to understand your alignment with RBL's values.

Service

We support and serve. We are compassionate. We provide great customer care to all the people who come into contact with us. We are accountable and act with integrity.

Collaboration

We value working together and with partners to achieve shared goals. Through strong communication and support, we build trust with each other and treat everyone with respect and honesty.

Passion

We are passionate about our role and contribution. With a positive outlook we are resilient and committed to our work.

Excellence

We strive to be the best we can. We are effective and efficient. We are bold. We are open to new ideas and approaches, challenge each constructively and are willing to learn.

Valuing our People

We support, encourage and provide opportunities for all our people – ensuring we recognise and value everyone's contribution.

Terms of Offer

Work Pattern

35 hours per week, Monday-Friday, 9am-5pm

Location

You will be contracted to our London Haig House Hub. Under our Future Working framework, there will be some flexibility for working remotely/at home, using our collaboration tools to work with colleagues, but with a minimum expectation of two days/week connecting directly face-to-face with colleagues at the hub.

Compensation

Circa £135,000 per annum (Inclusive of £4,452 London Supplement)

Employee Benefits

- 28 day's paid holiday per year (plus bank holidays), increasing to 29 days after 2 years and 30 days after 5 years. Plus the ability to buy up to 1 working week of additional leave
- Private healthcare
- Contributory pension scheme – min 2% employee contribution receives 6% employer contribution up to max of 10% employer contribution matched with 5% employee contribution (until 5 years' service reached, when 14% employer contribution achievable)
- Death-in-service Life Assurance, with a benefit of 3x annual salary
- Employee Assistance Programme and Togetherall access
- Season Ticket and Rental Deposit Loan Schemes / Cycle to Work Scheme
- Reward Hub online benefits platform with extensive offers and discounts

We work collaboratively across our workforce and operate flexible hybrid working practices in our major hub offices, using the latest technology to stay connected with colleagues, members, and beneficiaries. We come together around our common [purpose](#), and our values.

RBL is modernising, and we are ambitious to deliver more for the communities we support. We are becoming a more inclusive, flexible, customer-focused, data-driven, and collaborative organisation. But don't just take our word for it. Read our employee stories [here](#), and about our impact [here](#).

It's therefore an exciting time to be part of both changing the lives of our customers and changing the organisation and its future capacity and capability. This presents considerable opportunities for learning within role, and possibilities for career development...And, of course, the satisfaction that comes with knowing that you are making a real difference to the lives of those who serve/have served our country, to keep us safe and to protect our democratic freedoms and way of life.

How to Apply

Your application should be submitted through our jobs site at [Find A Role | Careers | Royal British Legion](#).

If you require the job advert or job description in an alternative format, please contact 0808 802 8080.

Closing Date: 1st September

Interview Dates (1st stage Virtual): WC 9th September

Interview Dates (2nd stage face to face): WC 16th September

We are committed to building a truly inclusive organisation of diverse people and perspectives.

We recognise that we are not where we would like to be, so we have set out [our commitments](#) to realise this ambition and are actively engaged in a programme of work to develop our practices. We will keep listening, learning, and sharing our progress and impact.

We especially welcome applications from people with a disability and people of non-White British ethnicity who are currently under-represented in our workforce, and people who are LGBTQ+, a group that has been marginalised in the past in the Armed Forces community.

We guarantee an interview to any applicant who declares a disability or/and are part of Armed Forces community on application and whose application demonstrates that they meet the Essential criteria of the role, as set out in the Person Specification.