

Job Profile

Job title	Digital Lead - Schools and Colleges Early Support Service
Reporting to	Head of Service - Schools and Colleges Early Support Service
Employer	Anna Freud
Salary	£35,427 FTE per annum, plus 6% contributory pension scheme
Location	Hybrid (a mixture of home/onsite working): staff are working onsite for at least 20% of their working hours, either at our London site (4-8 Rodney Street, London N1 9JH) or our Northern Hub (Huckletree, The Express Building, 9 Great Ancoats Street, Manchester M4 5AD).
Working hours	Full-time (35 hours per week): usual working hours are Monday to Friday, 09:00-17:00. Flexible working is possible.
Holidays	27 days plus Bank Holidays FTE
Term of contract	Fixed-term, 12 months
DBS level	Standard

About Anna Freud

We are a world-leading mental health charity for children, young people and their families. Our purpose is to take everything that we have learned over the last 70 years, and to transform the mental health of current and future generations of children and young people, to close the gap between mental illness and mental wellness - and to create a more compassionate society for everyone. Our vision is a world where all children and young people are supported effectively to enable them to develop their emotional and mental health, build on their strengths and achieve their goals in life. Our mission is to close the gap in wellbeing and mental health by advancing, translating, delivering, and sharing the best science and practice with everyone who impacts the lives of children, young people and their families.

Purpose and overview of the role

The Digital Lead sits in the Clinical Help in Schools Department within the Schools Division. The vision of the Schools Division is one where all schools and colleges in the UK are mentally healthy. This means the mental health and wellbeing of children and young people are prioritised alongside their academic attainment. The [Schools and Colleges Early Support Service \(SCESS\)](#) works with schools and colleges to offer direct remote support to children, young people, families and school staff across England.

The Digital Lead will enable us to maximise the return on investment in the customer relationship management (CRM) system by improving adoption, acting as a bridge between technical and service innovations teams to ensure the technology solution is practical and meets the needs of both internal and external users. They will also be required to develop ongoing training, implementation and communication plans to drive consistent and effective use and understanding of the CRM across teams.

Main responsibilities of the role

Issue Management:

- First point of contact for SCESS staff to discuss and resolve queries;
- Triage of SCESS CRM system issue tickets;
- Create and maintain risk and issues logs and escalate where appropriate.

Change Management:

- Lead on business and process change implementation, providing input and solutions in relation to the CRM;
- Lead on a consistent and appropriate adoption of the CRM across SCESS internal and external stakeholders;
- Provide training and support through production of online resources, user guides and process maps. Deliver business process and technical training to internal and external stakeholders to ensure maximum benefit from working with the CRM.

Data Integrity:

- Ensure the approach to data integrity in the system is regularly reviewed and action taken to ensure consistency and reduce duplication or inaccuracy.

Stakeholder Adoption:

- Champion adoption of the CRM creating a wider understanding of the value the service brings, how innovative and digitally powered the service is.

Continuous Improvement:

- Work with SCESS internal and external stakeholders to identify priority areas for development that have the most impact, be it on customer satisfaction, revenue or improved ways of working;

- Create reports within the CRM platform to generate information which will enable further evolution of the service;
- Complete user acceptance testing of new functionality and changes to the system.

All employee responsibilities:

- Maintain an awareness of and actively follow and promote Anna Freud's policies, including Equal Opportunities, Health and Safety, Safeguarding and Information Governance;
- Complete all Anna Freud mandatory training, including but not limited to Safeguarding, Health and Safety, Equality and Diversity and Information Governance, within the required timescales;
- The welfare of the children, young people and vulnerable adults who come into contact with our services either directly or indirectly is paramount and all staff have a responsibility to ensure that best practice is followed, including compliance with statutory requirements.

To be noted

This is not an exhaustive list of tasks; the employee will be asked to undertake other ad hoc tasks relevant with the scope and purpose of this role. This job description reflects the present requirements of the role, and as duties and responsibilities change/develop, the job description will be reviewed and be subject to amendment in consultation with the post-holder.

Person Specification

Before starting your application, please read the below in full to understand the requirements of this role. The key criteria which will help us to assess candidates are listed below. There is guidance to highlight at which stage the criteria will be assessed. **Please ensure all criteria listed to be assessed at application stage are evidenced in your supporting statement.**

Criteria	Assessment Method (Application/Interview/Task)
Experience and/or knowledge	
Experience of working in a clinical setting with an understanding of how therapies are delivered and managed	Application/Interview/Task
Proven success in leading CRM training and adoption processes	Application/Interview/Task
Knowledge and management of Salesforce (or common CRM software tools)	Application/Interview/Task
Assessment and triage of CRM issues	Application/Interview/Task
Experience of seeking input from internal and external stakeholders for process improvement, and able to help assess and prioritise development ideas to implement changes	Application/Interview/Task
Skills and/or abilities	
Tech savvy and confident IT user, able to comfortably navigate MS office, web, and Salesforce (or common CRM) with ease	Application/Interview
Strong written and verbal communication skills, and good interpersonal skills	Application/Interview
Understanding or willingness to learn about the school environment and the need for tact, diplomacy, confidentiality and operating within safeguarding policies	Application/Interview
Other requirements	
Willing and able to take annual leave outside of academic/school term-time.	Application/Interview

During the interview(s), candidates will be asked at least one question regarding our values, and one question regarding equity, diversity and inclusion (EDI). We expect everyone to actively demonstrate our values and inclusive behaviours in all areas of their work. **Our values and EDI statement can be viewed [here](#).**

Equal opportunity

We ask our people to share their diversity dimensions with us as it helps us to identify, tackle and prevent any bias appearing across the employee lifecycle at Anna Freud. Monitoring this information allows us to understand how well our efforts to improve diversity, equity and inclusion are working. Your responses will

be held securely by our HR team in accordance with our privacy policy and will not be seen by recruiting managers or the interview panel at any stage of recruitment, therefore your responses will not form part of our selection process.

Further support

We want to ensure all candidates can access and apply for our vacancies equitably, if you require any additional assistance to apply or would like to find out more about the role, please contact us on recruitment@annafreud.org. We aim to provide reasonable adjustments where operationally possible for the work that we do.

Post-interview

If successful after interviewing, you will be notified verbally with a job offer and pre-employment checks will be initiated.