

## Job Description

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|---------------------------------------------|------------------------------------|
| <b>Job Title</b>                            | M365 Digital Adoption Professional |
| <b>Directorate</b>                          | Strategy and Change                |
| <b>Service Area</b>                         | Technology and Customer Services   |
| <b>Grade</b>                                | 8                                  |
| <b>Competency Level</b>                     | 2                                  |
| <b>Salary</b>                               | £47,665 -£53,051                   |
| <b>Job Type</b>                             | Hybrid                             |
| <b>Location</b>                             | Cunard Building                    |
| <b>Disclosure and barring service (DBS)</b> | Not required                       |
| <b>Job Evaluation Ref No</b>                |                                    |

## Job Purpose

The post holder will lead and shape enterprise-wide adoption of Microsoft 365 and digital solutions, focusing on driving behavioural change, embedding modern ways of working, and ensuring measurable business value is realised through effective user adoption, engagement, and continuous improvement. The role also provides strategic adoption leadership, advising and influencing stakeholders to ensure Microsoft 365 services, emerging digital capabilities and approved ways of working are introduced consistently and safely in a way that supports service improvement. This role will operate across organisational boundaries, acting as the bridge between



ICT delivery and service areas, enabling digital transformation initiatives to be fully adoptable, user-centred, and sustainable.

### **Directly Responsible For:**

Line management, supervision and development of apprentices, as required.

### **Directly Responsible To:**

M365 Adoption Professional Manager/Senior Technical Architect

### **Main Areas of Responsibility:**

The post holder will be responsible for leading, shaping and enabling Microsoft 365 adoption and digital change across the organisation, ensuring services are supported to adopt modern, secure and user-centred ways of working.

- Lead, govern and be accountable for an enterprise-wide M365 Champions network across all service areas, defining governance, roles, engagement arrangements and success measures to support consistency, sustainability and organisational adoption outcomes
- Design, shape and lead end-to-end adoption and change strategies for Microsoft 365 and digital initiatives, embedding adoption from solution design through to post-implementation
- Own and be accountable for the governance, quality assurance, accessibility compliance, review cycles and continuous improvement of a central digital learning and guidance platform
- Assess adoption risks, organisational change impacts and user readiness requirements associated with digital initiatives, providing specialist advice and mitigation recommendations to stakeholders

- Lead and influence organisation-wide initiatives that embed modern, collaborative, inclusive, secure and governed ways of working, supporting consistent application of organisational standards and approved practices
- Define and implement a data-driven adoption approach, using analytics, user feedback and service insight to identify barriers, shape improvement activity and evidence impact
- Establish adoption measures that evidence service impact, benefits realisation, reduced support demand, improved digital confidence and improved consistency of working practices
- Act as the specialist adoption lead between ICT, programmes and service areas, advising and influencing stakeholders so adoption is embedded in digital transformation activity, shapes solution design and implementation decisions, and translates technical capability into measurable business value
- Provide hands-on adoption support during major changes, enabling targeted communications, training, engagement activity and reusable self-service resources
- Support the development of apprentices by providing structured guidance, learning opportunities and feedback that enables them to build confidence, capability and professional standards within a digital adoption environment
- Provide a structured feedback mechanism from users, Champions and service areas into organisational policies, standards, governance arrangements and service design, identifying barriers to adoption and recommending improvements
- Lead adoption and safe use of emerging Microsoft 365 and AI-enabled capabilities, including Microsoft 365 Copilot and related technologies, ensuring alignment with organisational governance, security and service objectives

## **Supervision and Management Responsibility:**

- Line management, supervision and development of apprentices, as required. This includes day-to-day supervision, work allocation, coaching, progress monitoring, wellbeing support and contributing to performance and development discussions in line with organisational policies

## **Budget and Financial Responsibility:**

- Being fully accountable for managing the council's resources well and complying with statutory requirements. This includes managing time, avoiding unnecessary waste, reuse and recycle resources to reduce personal impact

## **Social Value Responsibility:**

- Drive for social value through all activities, ensuring wider social, economic and environmental benefits for the council, residents and communities

## **Physical Demands of the Job:**

- The role is primarily office-based or hybrid, involving regular use of display screen equipment and attendance at meetings, workshops and engagement activities. No significant physical demands are expected beyond normal office working requirements

## **Corporate Responsibility:**

- Contribute to the delivery of the Council Plan
- Delivering and promoting excellent customer service, externally and internally

- Commitment to customer excellence by dealing with customer feedback, including complaints, and learning from feedback in the drive for continuous improvement
- Making the council a great place to work, living the council's values, actively engaging in regular communications including team meetings, undertaking training as required and being responsible for managing own performance
- Develop the City Council's commitment to equal opportunities and to promote non-discriminatory practices in all aspects of work undertaken
- To ensure that all work functions are undertaken in accordance with health and safety legislation, codes of practice and the City Council's safety plan

## Competency Framework:

We operate a competency framework, a set of core behaviours which define how we are expected to approach our work, how we perform in certain situations and how we treat each other. Each competency details the standards of behaviours and skills required by all staff and this in turn supports delivery of our aim and our council plans linking them together with our values.

The post holder will be required to demonstrate the ability to perform at the following competency level **2**.

[The competency framework can be found here.](#)

This job description is not intended to be either prescriptive or exhaustive. It is issued as a framework to outline the main areas of responsibility. You will be expected to carry out any other duties that may reasonably be required in line with your main duties and changing priorities of the organisation.

# Person Specification

Assessment methods used: I = Interview, P = Presentation, A = Application, E = Exercise, T = Test, AC = Assessment Centre

## Qualification and training

### Essential

- Significant experience leading digital adoption and change management initiatives in complex organisations (A, I)
- Evidence of delivering large-scale organisational change or transformation programmes (A, I)
- Experience using adoption data, user feedback and service insight to identify barriers, inform improvement activity and report measurable outcomes to stakeholders (A, I)
- Evidence of relevant professional development in digital adoption, change management, learning design, Microsoft 365 or related disciplines (A,I)

### Desirable

- Formal qualification in change management, digital transformation, or learning design
- Experience leading communities of practice or Champions networks

## Experience

### Essential

- Experience delivering enterprise-wide Microsoft 365 adoption or digital workplace programmes (A, I)
- Proven ability to design, shape and deliver end-to-end adoption strategies (A, I)
- Proven ability to ensure Microsoft 365 development and adoption activities align with organisational security, compliance and governance standards (A, I)
- Experience embedding adoption within major transformation programmes (A, I)
- Experience gathering and using data and insight to drive service improvement (A, I)
- Experience working across ICT and business teams to advise stakeholders and translate requirements into user-focused outcomes (A, I)
- Experience supporting, supervising or developing apprentices, trainees or junior colleagues within a professional service environment (A, I)

### Desirable

- Experience managing learning platforms or knowledge hubs
- Ability to translate business requirements into practical Microsoft 365-based solutions and adoption approaches
- Strong problem-solving skills with the ability to identify adoption barriers and develop practical solutions
- Experience supporting adoption of AI-enabled workplace technologies, including Microsoft 365 Copilot or related capabilities
- Experience influencing organisational standards, governance arrangements or ways of working through stakeholder engagement and user insight

- Experience assessing organisational change impacts and adoption risks within large-scale transformation programmes
  - Adaptability and willingness to keep pace with emerging Microsoft 365 capabilities, digital adoption practices and supporting technologies
  - Experience implementing governance and standards for digital working
  - Experience influencing senior stakeholders
- Skills/Abilities

## Essential

- Strong understanding of Microsoft 365 capabilities and adoption practices (A, I)
- Ability to interpret Microsoft 365 and emerging digital capabilities and translate them into practical, governed and service-focused adoption approaches (A, I)
- Ability to lead, facilitate and influence behaviour change and cultural transformation initiatives (A, I)
- Ability to assess adoption risks, organisational change impacts and user readiness requirements, and exercise professional judgement to develop appropriate adoption and mitigation approaches (A, I)
- Excellent stakeholder engagement, influencing and advisory skills (A, I)
- Ability to design and implement data-driven strategies and KPIs (A, I)
- Ability to design and shape clear guidance, communications and engagement materials for a wide range of technical and non-technical audiences (A, I)
- Understanding of how digital adoption supports effective service transition and benefits realisation (A, I)
- Strong communication skills to advise stakeholders and translate technical concepts into business value (A, I)
- Ability to provide constructive feedback, coaching and day-to-day guidance to apprentices or junior colleagues, supporting their development and contribution to service objectives (A, I)

## Desirable

- Experience establishing and managing Champions or community networks
- Ability to design and deliver learning activities, including clear guidance and training materials
- Ability to draft clear correspondence, reports, briefing notes and adoption communications for a range of audiences
- User-centred approach with a focus on delivering accessible, practical solutions that meet service needs
- Experience developing self-service learning ecosystems
- Analytical skills to interpret adoption metrics and trends

## Commitment

### Essential

- Integrity and professionalism, with a commitment to upholding ethical standards and fostering a culture of trust and respect (A, I)
- Commitment to supporting inclusive, accessible and user-centred digital change that helps staff build confidence and adopt new ways of working safely and effectively (A, I)

### Desirable

- An understanding of and a personal commitment to the Vision and Values of Liverpool City Council

## Other

### Essential

- Proactive attitude with an understanding that a flexible approach may be required to ensure business needs are met (A)
- To provide office cover as required (A, I)

### Desirable

- Commitment to creating an attendance culture in line with the City Council's stated policy on attendance
- Commitment to providing a service that is considerate to all users