



# Role Profile

| Pension Digital and Engagement Manager                                                                                                                                |                             |        |      | Purpose                                                                                                                                                                                                                                                                                                                                                                                                                                  |   |   |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------|--------|------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|
| Reference No:                                                                                                                                                         | A5787                       |        |      | To lead and deliver strategic digital transformation and communications for the Fife Pension Fund, with an emphasis on proactive engagement with employers and scheme members. The role will use data driven insight to shape digital improvements that will enhance the customer experience. It will champion the use of technology and continuous improvement to deliver clear, concise and accessible communications to stakeholders. |   |   |
| Service:                                                                                                                                                              | Finance (Pensions Division) |        |      |                                                                                                                                                                                                                                                                                                                                                                                                                                          |   |   |
| Job Family:                                                                                                                                                           | Finance Services            | Grade: | FC10 |                                                                                                                                                                                                                                                                                                                                                                                                                                          |   |   |
| Task or Responsibility - For this role, there is an expectation that all, or a combination, of the following will be undertaken:                                      |                             |        |      | Person Specification: Skills, Knowledge, Qualifications or Experience - Criteria can apply to more than one task or responsibility                                                                                                                                                                                                                                                                                                       | E | D |
|                                                                                                                                                                       |                             |        |      | Educated to degree level or able to demonstrate equivalent relevant experience in communications, digital engagement, customer insight, data analysis, service improvement or a related discipline.                                                                                                                                                                                                                                      | ✓ |   |
|                                                                                                                                                                       |                             |        |      | Experience of using customer insight, feedback, enquiry trends or service data to improve communications, digital content and the customer journey.”                                                                                                                                                                                                                                                                                     | ✓ |   |
| Digital Transformation                                                                                                                                                |                             |        |      |                                                                                                                                                                                                                                                                                                                                                                                                                                          |   |   |
| Use customer experience insights (e.g. feedback, surveys, benchmarking) to inform and shape digital strategy for the fund including digital transformation priorities |                             |        |      | Experience in customer journey mapping, research or design                                                                                                                                                                                                                                                                                                                                                                               | ✓ |   |

E = Essential Criteria   D = Desirable Criteria

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|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|----------|
| Lead the development of digital tools for both members and employers including member portal enhancements and process automation                                                                                                                                                               | Experience collaborating with both internal and external stakeholders                                                                                                                                       |          | ✓        |
| Identify and implement digital transformation across administration processes                                                                                                                                                                                                                  | Experience of digital transformation and automation of processes                                                                                                                                            |          | ✓        |
| Monitor engagement metrics and satisfaction levels to inform continuous improvement including any complaints received                                                                                                                                                                          | Knowledge of the Local Government Pension Scheme (LGPS) or other public sector pension arrangements.                                                                                                        |          | ✓        |
| Identify and implement service improvement opportunities through data and feedback                                                                                                                                                                                                             | Experience in change communications or service transformation.                                                                                                                                              |          | ✓        |
| Collaborate with stakeholders to embed improvements into daily operations                                                                                                                                                                                                                      | Ability to manage projects and deliver to deadlines.                                                                                                                                                        | ✓        |          |
| <b>Engagement</b>                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                             |          |          |
| Develop and implement a strategic communications policy that supports the fund and enhances stakeholder understanding                                                                                                                                                                          | Experience in stakeholder engagement and partnership working                                                                                                                                                | ✓        |          |
| Lead on member engagement campaigns such as annual benefit statements, McCloud and pension dashboards                                                                                                                                                                                          | Excellent written and verbal communication skills, with the ability to simplify technical information.                                                                                                      | ✓        |          |
| Co-ordinate and deliver employer engagement initiatives, including forums, training sessions, consultations and feedback mechanisms                                                                                                                                                            |                                                                                                                                                                                                             |          |          |
| Working with the Council's Communications team to create tailored communications for employers ensuring clarity on regulatory updates, deadlines and priorities.<br><br>Collaborate with the fund's administration and governance teams to ensure communications reflect the necessary changes | Ability to analyse stakeholder needs and translate them into effective communications, selecting the most appropriate format (e.g. newsletters, briefings, consultations) to ensure clarity and engagement. | ✓        |          |
| Manage and improve the Fund's digital presence including website, member portal and digital campaigns                                                                                                                                                                                          | Strong understanding of digital platforms and tools including content creation and accessibility standards.                                                                                                 |          | ✓        |
| Organising and participate in employers forums, act as liaison with employers to ensure good engagement.                                                                                                                                                                                       | Strong interpersonal skills                                                                                                                                                                                 |          | ✓        |
| Supervise and develop a team, promoting continuous improvement and professional development                                                                                                                                                                                                    | Ability to lead a team and influence others                                                                                                                                                                 | ✓        |          |

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|-----------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------|----------|----------|
| Undertaking all other duties as required for the role. Duties will be in line with the grade.                                           |                                                                                                                                           |          |          |

| <b>Additional tasks or responsibilities</b> – this is a generic role, however this particular job may also require you to undertake the following: |                                                                                                                                           |          |          |
|----------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------|----------|----------|
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|                                                                                                                                                    |                                                                                                                                           |          |          |
|                                                                                                                                                    |                                                                                                                                           |          |          |
|                                                                                                                                                    |                                                                                                                                           |          |          |

| <b>Type of Protection of Vulnerable Groups Scheme (PVG Scheme) or Disclosure Check required</b>                                                                                                |                                                                                                                                                                                                                         |
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| <b>Before confirming appointment:</b> You may be required to obtain PVG scheme membership or a Disclosure check. Please refer to the job advert for clarification of the specific requirement. |                                                                                                                                                                                                                         |
| <b>Additional Information</b> – the following information is available:                                                                                                                        | <b>Expected Behaviours</b>                                                                                                                                                                                              |
| <ul style="list-style-type: none"> <li>Skills Framework (if applicable)</li> <li><b>How</b> we work matters</li> </ul>                                                                         | <p>Every council employee is expected to lead the way by making decisions and behaving in ways that uphold our community commitments and values.</p> <p>Please refer to How We Work Matters Guidance to learn more.</p> |

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