



## JOB DESCRIPTION

### Post Details:

Post Title:	<b>Digital Adoption Specialist</b>	Organisational Element:	NDW
		Job Family:	<b>Service Management</b>
Rank/Grade:	G15		
Military/Civilian:	CIV	Location:	The Hague, NLD

### Organisation context:

This is a position within the NATO Communications and Information Agency (NCI Agency), an organization of the North Atlantic Treaty Organization (NATO).

To strengthen the Alliance through connecting its forces, the NCI Agency delivers secure, coherent, cost effective and interoperable communications and information systems in support of consultation, command & control and enabling intelligence, surveillance and reconnaissance capabilities, for NATO, where and when required. It includes IT support to the Alliances' business processes (to include provision of IT shared services) to the NATO HQ, the Command Structure and NATO Agencies.

### Organisational Element Statement of Functions:

NATO Digital Workplace Centre (NDWC) is accountable to the General Manager for the consolidated Agency consultation and collaboration services that comprise the current Digital Workplace, covering the operational NATO services, across all content classifications and security domains, for desktop computing, mail, instant messaging, video teleconference (VTC), content services platforms, telephony, printing and mobility services. Responsibilities also cover the organisation and support of all digital events, meetings and large-scale conferences for both the Agency and NATO stakeholders. Furthermore, the NDWC also has the responsibility for driving the future roadmaps of these services across the NATO Enterprise to enable a NATO Digital Workplace through new services.

The NDWC is led from its headquarter location in the Agency campus in The Hague (Netherlands). The majority of the technical staff and technical capabilities are located in Agency facilities in Mons and Braine L'Alleud (Belgium) and Oeiras (Portugal).

The Digital Enablement Group focuses on the non-technical aspects of the digital workplace, such as staff engagement, staff enablement and productivity. By addressing these key elements, the team centers their efforts on raising awareness, through user adoption and socialization initiatives increasing the level of digital dexterity and foster a digitally adept workforce. In practical terms, this involves empowering users to make informed decisions about the features and functionalities of digital tools that bring most business value and meet their needs in everyday work. The Digital Enablement Group is equally responsible for increasing knowledge and efficiency in utilizing digital tools.

**Job role description:**

The Digital Adoption Specialist works closely with multidimensional teams to refine and customize collaboration tools to meet specific requirements. This person facilitates cross-departmental knowledge sharing, develops targeted communication campaigns for promoting digital tools, develops success metrics to measure adoption effectiveness, monitors, and reports on collaboration tool usage. The Digital Adoption Specialist stays informed about emerging technologies, acts as a change agent for continuous improvement, provides guidance on digital collaboration tool use, and leads by example to inspire adoption and proficient technology use.

**Duties and Responsibilities:****Information systems coordination:**

- Coordinates and collaborates with others on the promotion, acquisition, development, and implementation of information systems and services.
- Promotes the benefits that a common approach to technology deployment will bring to the business as a whole.
- Maintains awareness of the global needs of the organisation.

**Innovation:**

- Manages the innovation pipeline and executes innovation processes.
- Develops and adapts innovation tools, processes and infrastructures to drive the process of innovation.
- Identifies resources and capabilities needed to support innovation.
- Encourages and motivates innovation communities, teams and individuals to share creative ideas and learn from failures.
- Manages and facilitates the communication and open flow of creative ideas between interested parties and the set-up of innovation networks and communities.

**Emerging technology monitoring:**

- Supports monitoring of the external environment and assessment of emerging technologies.
- Contributes to the creation of reports, technology road-mapping and the sharing of knowledge and insights.

**Specialist advice:**

- Provides detailed and specific advice regarding the application of their specialism to the organisation's planning and operations.
- Actively maintains knowledge in one or more identifiable specialisms.
- Recognises and identifies the boundaries of their own specialist knowledge.
- Where appropriate, collaborates with other specialists to ensure advice given is appropriate to the organisation's needs.

**Product management:**

- Manages the full product life cycle to ensure that customer/user needs are met and that financial and other targets are achieved.
- Selects, adopts and adapts appropriate product development methods, tools, and techniques.
- Analyses market and/or user research, feedback, expert opinion and usage data to understand needs and opportunities.

- Develops product propositions and determines product positioning and variants for different customer and user segments.
- Prioritises product and service requirements, develops product roadmaps and owns the product backlog.
- Coordinates customer testing and product launches and supports communications and training.
- Anticipates changes in customer/user needs.
- Adapts products, and creates product retirement and transitioning plans.

**User experience design:**

- Applies standard techniques and tools for designing user interactions with and experiences of selected system, product or service components.
- Reviews design goals and agreed security, usability and accessibility requirements.
- Creates storyboards, static wireframes and dynamic or workable prototypes.
- Assists, as part of a team, with overall user experience design.
- Assists in the evaluation of design options and trade-offs.
- Consistently applies visual design and branding guidelines.

**Technology service management:**

- Identifies and manages resources needed for budgeting, estimating, planning, developing and delivering a specified portfolio of technology services and systems.
- Engages with and influences stakeholders to ensure that services are developed and managed to meet agreed service levels, security requirements and other quality standards.
- Plans and manages the implementation of processes and procedures, tools and techniques for monitoring and managing the performance of technology services.
- Aligns the contribution of specified systems and services to clearly stated organisational and financial goals and performance targets.
- Recommends options for sourcing — whether in-house, outsourced, or a combination.
- Monitors performance of delivery teams and takes corrective action where necessary and in line with policies.

**Stakeholder relationship management:**

- Deals with problems and issues, managing resolutions, corrective actions, lessons learned, and the collection and dissemination of relevant information.
- Implements stakeholder engagement/communications plan.
- Collects and uses feedback from customers and stakeholders to help measure the effectiveness of stakeholder management.
- Helps develop and enhance customer and stakeholder relationships.

**Additional duties for this post:**

- Supports the creation and maintenance of the online platform supporting promotion of the socialization materials.
- Facilitates cross-departmental forums to foster knowledge sharing and best practices as well as encouraging the creative use of collaboration features and functionalities and the development of new solutions to improve NATO Digital Workplace.
- Develops and executes targeted socialization campaigns to promote the benefits, features and functionalities of NATO Digital Toolbox. Utilize various channels and artefacts.

- Creates communication materials and visuals that showcase the features and functionalities of tools within the NATO Digital Toolbox.

### **Education, Experience and Training (essential):**

#### **Education:**

A minimum requirement of Bachelor degree at a nationally recognised/certified University in a related discipline and 2 years post-related experience. Or exceptionally, the lack of a university degree may be compensated by the demonstration of a candidate's particular abilities or experience that is/are of interest to NCI Agency, that is, at least 6 years extensive and progressive expertise in duties related to the function of the post.

#### **Experience:**

- Proven experience in leading initiatives of technology adoption, change management, or digital transformation.
- Proven experience in using collaboration features and functionalities and digital workplace technologies, e.g. M365, Webex, Skype, Polycom.
- Proven experience in creating communication materials and visuals (user guides, targeted user journey communication, user documentation) that showcase the features and functionalities of digital workplace technologies tools, e.g. M365, Webex, Skype, Polycom using software such as Canva, Adobe Suite.
- Experience and ability to develop strategic plans for digital adoption.
- Demonstrated ability to quickly learn and adapt to new tools and technologies.
- Experience in roles requiring building, maintaining and strengthening customer relationships, communications and follow-up.

### **Education, Experience and Training (desirable):**

#### **Experience:**

- Proven ability to effectively communicate orally and in writing with excellent briefing and presentation skills and the ability to produce clear and concise reports.
- Demonstrable NATO experience or equivalent national experience dealing with NATO agencies that includes knowledge of the NATO organization and NATO Agencies, ACO, ACT and the Force Command Structure. In addition, knowledge of NATO procedures for planning, acquisition, programming and implementation of projects as well as operations and maintenance of these capabilities;
- Prior experience of working in an international environment comprising both military and civilian elements;
- Knowledge of NATO responsibilities and organization, including NATO HQ IS / IMS, ACO and ACT.

### **Behavioural competencies:**

- *Creating and Innovating* - Produces new ideas, approaches, or insights; creates innovative products or designs; produces a range of solutions to problems. Delivering Results and Meeting Customer Expectations - Focuses on customer needs and satisfaction; sets high standards for quality and quantity; monitors and maintains quality and productivity; works in a systematic, methodical and orderly way; consistently achieves project goals.

- *Adapting and Responding to Change* - Adapts to changing circumstances; tolerates ambiguity; accepts new ideas and change initiatives; adapts interpersonal style to suit different people or situations; shows an interest in new experiences.
- *Relating and Networking* - Easily establishes good relationships with customers and staff; relates well to people at all levels; builds wide and effective networks of contacts; uses humour appropriately to bring warmth to relationships with others.

**Language:**

A thorough knowledge of one of the two NATO languages, both written and spoken, is essential and some knowledge of the other is desirable.

**NOTE:** Most of the work of the NCI Agency is conducted in the English language.