



JOB DESCRIPTION

Post Details:

Post Title:	Senior Digital Adoption Specialist	Organisational Element:	NDWC
		Job Family:	Service Management
Rank/Grade:	G17		
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 Senior Digital Adoption Specialist leads a multidimensional team to refine and customize collaboration tools to meet specific requirements. This person endorses cross-departmental knowledge sharing, manages targeted communication campaigns for promoting digital tools, develops success metrics to measure adoption effectiveness, monitors, and monitors on collaboration tool usage. The Senior Digital Adoption Specialist analyses and implements 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:

- Monitors the external environment to gather intelligence on emerging technologies.
- Assesses and documents the impacts, threats and opportunities to the organisation.
- Creates reports and technology roadmaps and shares knowledge and insights with others.

Specialist advice:

- Provides definitive and expert advice in their specialist area.
- Actively maintains recognised expert level knowledge in one or more identifiable specialisms.
- Oversees the provision of specialist advice by others.
- Consolidates expertise from multiple sources, including third-party experts, to provide coherent advice to further organisational objectives.

Product management:

- Acts as product owner/champion for one or more products or services.
- 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:

- Plans and drives user experience design activities, providing expert advice and guidance to support the adoption of agreed approaches.
- Determines the approaches to be used to design user experiences.
- Uses iterative approaches to incorporate user feedback or evaluation rapidly into designs.
- Integrates required visual design and branding into the user experience design activities.

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:

- Identifies the communications and relationship needs of stakeholder groups.
- Translates communications/stakeholder engagement strategies into specific activities and deliverables.
- Facilitates open communication and discussion between stakeholders.
- Acts as a single point of contact by developing, maintaining and working to stakeholder engagement strategies and plans.
- Provides informed feedback to assess and promote understanding.
- Facilitates business decision-making processes.
- Captures and disseminates technical and business information.

Specific duties for this post:

This multifaceted role involves engaging with key stakeholders, understanding their needs, addressing adoption barriers, and continuously improving digital tools. Additionally, the focus extends to optimizing user interactions and facilitating content collaboration across digital platforms.

The Senior Digital Adoption Specialist

- Acts as Head of Digital Enablement and plays a pivotal role in driving the socialization and adoption of collaboration tools across the NATO Enterprise.
- Fosters a culture of innovation, enhancing digital dexterity and efficiency in the daily use of collaboration tools by defining and executing a robust socialization strategy.
- Creates and maintains the online platform supporting promotion of the socialization materials.
- Conducts 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.
- Manages targeted socialization campaigns to promote the benefits, features and functionalities of NATO Digital Toolbox. Utilize various channels and artefacts.
- Validates 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 a Bachelor's degree at a nationally recognised/certified University in a related discipline and 3 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 10 years extensive and progressive expertise in duties related to the function of the post.

Experience:

- At least 3 years proven experience in leading initiatives of technology adoption, change management, or digital transformation.
- Extensive experience in using collaboration features and functionalities and digital workplace technologies, e.g. M365, Webex, Skype, Polycom.
- Extensive 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.
- At least 3 years' experience and ability to develop strategic plans for digital adoption.
- Demonstrated ability to quickly develop and implement new tools and technologies.
- Provable experience building, maintaining and strengthening customer relationships, communications and follow-up.
- At least 3 years proven experience providing effective leadership to small teams geographically dispersed.

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:

- *Deciding and Initiating Actions* - Takes responsibility for actions, projects and people; takes initiative and works under own direction; initiates and generates activity and introduces changes into work processes; makes quick, clear decisions which may include tough choices or considered risks.
- *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.
- *Leading and Managing* – Provides others with a clear direction; motivates and empowers others; attracts and develops staff of a high calibre; provides staff with development opportunities and coaching; sets appropriate standards of behaviour.

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.