

## **Job Description**

**Job Title: Head of Accessibility Services**

**Reports to: Managing Director, Community Health and Wellbeing**

**Grade Band: B – Functional and Technical Leader**

**Location: Home-based (with UK-wide travel)**

### **Purpose**

The role is responsible for the strategic management and growth of the service to achieve monthly revenue targets and sustainability, whilst creating lasting change. Building long-lasting and impactful relationships with customers to enable them to put digital accessibility at the heart of design. Results driven to ensure the customer receives a high-quality service which assists them in improving their digital accessibility maturity and capability in line with WCAG. An ability to lead a team to go over above and beyond customer expectations to provide a best-in-class service.

### **Main Duties and Responsibilities**

1. Develop and deliver the 5-year strategy for Accessibility Services to ensure service development, sustainability and an annual 30% growth target is achieved.
2. Maintain budgets and cost controls to deliver budgetary contribution objectives whilst maintaining the level of quality expected by customers.
3. Build solid relationships with customers across the private, charitable, and public sectors, including government departments, by developing bespoke road maps which enable organisations to deliver their digital accessibility strategy and enhance organisational capability.
4. Seek opportunities to raise awareness and advise on digital accessibility and best practice at every opportunity using relevant marketing strategies.
5. Develop relationships with other key stakeholders such as W3C to contribute to standards and guidelines which place accessibility at the heart of design and our service remains agile and innovative.
6. Overseeing continuous business improvement that provide an efficient and effective delivery giving customers a best-in-class experience aligned to WCAG and other industry standards, evolving service design to meet these requirements.
7. Optimising planning, scheduling, and delivery processes to ensure services to customers are completed as required, with an emphasis on going above and beyond expectations.
8. Continue to develop and build the team structure to enable it to meet customer requirements, organisational growth objectives whilst enhancing team capability.
9. Influence and develop a strategy for Shaw Trust Group's digital accessibility journey.

## Other

1. To undertake any further training as identified in the Shaw Trust review procedures.
2. Ensure that safe working practices are followed in respect of COSHH and other Risk Assessment control measures.
3. Employees must comply with the provisions of 'The Health and Safety at Work Act 1974' and must take reasonable care for the health and safety of themselves and of other persons who may be affected by their acts or omissions whilst at work. Employees are also required to co-operate with their employer to enable them to perform or comply with any statutory provisions. The Trust's efforts to promote a safe and healthy working environment can only succeed with the full co-operation of its employees.
4. To understand, comply with and promote Shaw Trust's safeguarding policy and procedures. It is the responsibility of all employees to make the working environment safe and secure for all. Everyone must adhere to the 5 Rs in relation to possible abuse: Recognition, Response, Reporting, Recording and Referral. The Trust can only ensure its dedication to the protection of vulnerable people with the full cooperation of its employees.
5. The Trust has a Diversity and Inclusion Policy, and it is the responsibility of all staff to comply with this. The key responsibilities for staff under this Policy are set out in the Trust Code of Conduct.
6. To maintain the confidentiality about clients, staff and other Trust business. The work is of a confidential nature and information gained must not be communicated to other persons except in the recognised course of duty. The post holder must meet the requirements of the Data Protection Act at all times.
7. To maintain awareness of risk and to take personal responsibility for ensuring that the Trust is not unnecessarily exposed to risk. To report any issues or concerns relating to risk and the effectiveness of the Trust's risk management arrangements.
8. Be aware of, promote and implement Shaw Trust's Risk, Quality and Information Security Management Systems.
9. To report to line manager, or other appropriate person, in the event of awareness of bad practice.
10. Recycle and manage energy within your environment in line with Shaw Trust's Strategic aim to adopt green approaches and become carbon neutral.

This job description is intended to provide a broad outline of the main duties and responsibilities only. The post holder will need to be flexible in developing the role in conjunction with the line manager. The post holder may be asked to carry out any other delegated duty or task that is in line with their post.

<p><b>Person Specification</b></p> <p><b>Job Title: Head of Accessibility Services</b></p> <p><b>(E=Essential D= Desirable)</b></p>
<p><b>SKILLS AND CORE COMPETENCIES</b></p>
<p><b>Technical competency (qualifications and training)</b></p> <ul style="list-style-type: none"> <li>• Educated to degree level and/or significant experience within a relevant field (E)</li> <li>• Demonstrable knowledge of and a passion for digital accessibility and assistive technologies (E)</li> <li>• Working knowledge of web development technology such as HTML, CSS, WAI-ARIA and JavaScript (D)</li> <li>• Strong understanding of disability, inclusivity issues and relevant legislation (E)</li> <li>• Understanding of how assistive technologies and accessible methodologies can be used to reduce barriers faced by a diverse society. (D)</li> <li>• Strong knowledge and experience of process design, build and implementation (D)</li> <li>• Demonstrable evidence of Continuing Professional Development (D)</li> <li>• Understanding of Web Content Accessibility Guidelines (WCAG) (D)</li> </ul>
<p><b>Experience</b></p> <ul style="list-style-type: none"> <li>• Significant experience of service delivery and operational management at a senior level. (E)</li> <li>• Strong track record of achieving growth targets and meeting both financial requirements and customer need. (E)</li> <li>• Experience of developing a strategy and business objectives; monitoring progress and responding rapidly as needed to ensure success. (E)</li> <li>• Have personal credibility with a variety of people and using networks, social media and marketing effectively to achieve 'business objectives (E)</li> <li>• Previous experience of successfully delivering in a customer focused business, securing value for money and a high level of customer satisfaction (D)</li> </ul>

### **Skills and Attributes**

- Proven skills and success in developing effective relationships with a range of stakeholders (E)
- Strong project management with an ability to plan strategically and operationally to maximise on resources and ensure an even balance between demand and capacity. (E)
- Demonstrable experience of forward financial planning and costing with a strong business acumen. (E)
- An ability to identify direct marketing efforts and suggesting strategies to expand market reach. (E)

### **Personal qualities, communicating and relating to others**

- Proven ability to lead, taking a supportive and open approach with the ability to motivate and inspire. (E)
- Exceptional leadership skills, with the ability to develop and communicate the objectives, inspire and influence key decision makers at a strategic level both within Shaw Trust, and with customers (E)
- A demonstrable ability to create change even where there is resistance. (E)
- An active listener who encourages two-way communication, is able to respect and evaluate others' opinions (E)
- An empathetic approach with an ability to communicate effectively using a wide range of media (E)
- Personable with a positive energy and enthusiasm which is infectious with an ability to persuade and negotiate (E)
- Strong relationship management with an ability to provide direction, support, and mentoring to stakeholders. (E)
- Evidence of being able to exercise good judgement in decision making (E)
- Acts as a role model for digital accessibility both internally and externally (D)

### **Safeguarding**

- Be able to display an awareness, understanding and commitment to the protection and safeguarding of young people and vulnerable adults(E)
- This post requires a Disclosure and Barring Service Check at a Basic level (E)

## Other

- Demonstrable commitment to the purpose and values of Shaw Trust (E)
- A passion to further the charitable aims of the organisation (D)
- Demonstrable understanding of equal opportunities, promoting equality, diversity and challenging stereotyping and prejudice. (E)
- Good understanding of disability issues. (E)
- Willingness to undertake travel throughout the UK, including occasional overnight stays. (D)