

It starts with community

The National Lottery Community Fund
Role Profile

Digital Service Manager

Directorate:	Finance & Resources
Department:	Service Design Team
Role/Competency level:	Level 3
Reports to:	Lead Business Improvement Manager



Role Profile: Digital Service Manager

Role purpose

The Fund's digital live service is the front door to our communities. It encompasses the key touchpoints that users engage with on a daily basis to access our funding.

Working closely with the Lead Business Improvement Manager, you will be responsible for managing the Fund's digital live service to ensure it consistently meets business needs and user expectations, while driving continuous improvement. This role requires balancing operational stability with strategic development to deliver a high-quality, efficient, and user-centric service.

Success in this role involves managing a fully functioning multi-channel service through a customer-centric support approach. You will focus on service availability and performance, ensuring that reporting and service standards are consistently met. By proactively using data and feedback, you will identify opportunities to enhance services and improve customer satisfaction across all channels.

As Service Manager, you will work within a multidisciplinary team and act as a key connection point between the wider digital and technology teams and multiple business areas. You will communicate clearly, foster collaboration, and manage service interruptions with appropriate governance to maintain trust and stability.



Role Profile: Digital Service Manager

Key responsibilities

- Responsibility for managing the digital live service including defining (SLAs) and ensuring the quality, availability, and performance of the day to day performance of the end to end digital service.
- Ensure the service is meeting the needs of our users across all channels, by proactively capturing and sharing learning across digital teams so that we are continually improving based on past experience.
- Ensure service reporting is timely and in an appropriate format to enable stakeholders to have visibility of ongoing service performance.
- Stakeholder engagement and communication, working effectively with colleagues within the digital and technology teams and across the Fund by communicating with them clearly and regularly.
- Manage service incidents through owning an issue until a new owner has been found or the problem has been mitigated or resolved.
- Maintain relevant service documentation and systems to support a stable and secure service.
- Identify service optimisation opportunities, and contribute to the implementation of proposed solutions.



Role Profile: Digital Service Manager

Knowledge, skills and experience

- Experience of managing live digital services or platforms including defining and monitoring SLAs and KPIs
- Hands-on experience of leading incident resolution and root cause analysis
- Ability to produce dashboards, reports, and performance summaries for stakeholders
- Experience of working with diverse stakeholders across technical and non-technical teams
- Ability to create and maintain accurate service documentation and system records.
- Knowledge of end-to-end digital platforms (web, mobile, databases etc)



Role Profile: Digital Service Manager

Role competencies: Level 3

- **Strategic direction**

Understands and communicates how own work and work of the team, supports wider objectives and meets the diverse needs of stakeholders. Aligns own actions with directorate and organisational goals.

- **Leading our culture**

Recognises and values individual contributions and puts in place support for well-being of individuals within the team, including consideration of own needs.

- **Working together**

Designs team processes to remove silos and nurture a culture of mutual support, driving higher performance across interconnected teams. Adjusts personal work styles and practices accordingly.

- **Delivering quality results**

Clearly communicates desired results and ensures individuals are supported and feel motivated to achieve what is expected.

- **Diligence and control**

Manages teams and own duties in line with set expectations and policy and/or regulatory considerations. Ensures corrective action is taken where necessary.

- **Developing self and other**

Takes time for own personal and professional development as well as supporting development needs of team members. Ensures self and team members have a Personal Development Plan to help achieve goals.

Our Values



We are inclusive

We know that communities and organisations are stronger when everyone can participate and work to increase inclusion.



We are ambitious

We believe in the power of community and connection and are ambitious for its potential. We support people and communities to shape the future and lead change.



We are impact focused

We are inspired by communities and learn with them. We listen, reflect and use evidence to improve knowledge, inform action and increase impact.



We are adaptable

We welcome and embrace new ideas and ways of working.



We are compassionate

We work with care consideration and humility.