



JOB TITLE:	Digital Transformation Lead
LOCATION:	Remote
RESPONSIBLE TO:	Chief Operating Officer
DURATION:	Permanent
HOURS OF WORK:	Full-time/part-time (flexible)
SALARY / GRADE:	£45k-£55k (FTE), plus excellent benefits



PURPOSE OF THE ROLE



Adoption UK is undertaking a major digital transformation, initially focused on CRM and website development. We're looking for a talented digital and data enthusiast to lead this transformation programme and subsequently oversee our ongoing digital development. This will be aligned to our strategy and preferred technology stack, and will include managing key relationships with our digital partners.

You'll refine and implement Adoption UK's digital strategy, leading our digital transformation project to successful completion. You will work with internal and external stakeholders to ensure that the project's vision and scope meet the business and operational needs of the charity. The role includes direct line management of a Digital Manager and matrix project management of existing roles in data management and website content management. An important part of your role will be proactively identifying opportunities to integrate digital approaches into all current and upcoming projects.


Digital is key to Adoption UK's future, and this is a high profile role within the organisation. We're looking for someone with experience of delivering change, who is an excellent communicator and a passionate digital advocate.

BACKGROUND - OUR DIGITAL TRANSFORMATION

Like many charities, we've historically developed our digital framework and footprint organically, with insufficient web and CRM integration and functionality, duplication, and data silos. This has resulted in data management and website capabilities that don't fully meet our users' needs. We're addressing this by:

- Investing in our customer facing platforms and data management systems, connecting all our divisions and services, and delivering integrated systems that provide a positive customer and stakeholder journey.
- Developing the next generation of digitally accessible services.
- Extending our inhouse digital capability to support continuous delivery.

KEY ACCOUNTABILITIES

- Lead the refinement and implementation of the charity's digital strategy.
 - Lead a project team to successfully deliver change in line with the agreed project timeline.
 - Manage the governance and assurance framework for delivering our website and CRM digital transformation programme.
 - Build and manage relationships with key stakeholders across the organisation and with current and future digital partners. Use these networks to:
 1. Promote digital first principles and best practice, and raise awareness of our work.
 2. Increase internal stakeholders' understanding of the benefits and opportunities that digital approaches bring.
 3. Proactively identify opportunities to increase our digital capability and integrate digital into current and upcoming work.
 - Revise and deploy a performance assessment framework to track individual digital projects and ensure services comply with digital and data best practice standards.
 - Assess and report on Adoption UK's digital and data maturity, ensuring compliance with data security standards.
 - Manage our external digital and IT partners, including contracts and performance monitoring.
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PERSON SPECIFICATION

Essential Criteria

- A strong understanding of digital and technology trends, with experience implementing a Microsoft based technology stack.
- Experience in successfully delivering digital change projects.
- Excellent verbal and written communication skills, with the ability to convey complex or technical information clearly and simply.
- Experience of building relationships with, engaging, and influencing internal and external stakeholders at all levels. Able to engage effectively with both technical and nontechnical audiences.
- Experience working at a senior level to deliver change or implement strategy.
- Ability to work under pressure and respond quickly to changing circumstances and tight timelines.

Desirable criteria

- Experience of working in an organisation that uses agile development methodologies.
- A strong understanding of the National Cyber Security Centre (NCSC) principles and approach, and of General Data Protection Regulation (GDPR) principles, audit, and compliance.

Timetable:

The closing date for this role is 4th March 2026. However, Adoption UK reserves the right to end the application period sooner so we would recommend you complete the application form as soon as possible,

Shortlisting will be carried out on 5th March and you should be notified of an outcome within fifteen working days of the closing date.

The panel will shortlist based on those applicants who best meet the criteria for the role. The date(s) scheduled for interviews is w/c 9th March. These dates may be subject to change and applicants will be advised in advance should this happen.

Queries:

If you have any queries on any aspect of the recruitment process please contact People Services either by email peopleservices@adoptionuk.org.uk or telephone 01295 752253.

If you would like additional information or wish to have an informal discussion about the role, please contact peopleservices@adoptionuk.org.uk.

Key Dates:

CLOSING DATE:	4 th March 2026
SHORTLIST DATE:	5 th March 2026
INTERVIEW DATE:	w/c 9 th March 2026