ROLE DESCRIPTION

Job Title	Digital Credential Lead – Be More
Salary Band	SCP 33 – 36
Reporting to	Principal Officer – Be More
Directorate	Investment & Delivery
Service Area and sub area	Devolved Programmes > Skills Programmes
Team	Be More
Political Restriction	None
Contract Length	This is an 18-month fixed term role. Secondments will be considered.

1.	Primary Purpose of the Post

This role will lead the design, development, and delivery of the Mayor's Digital Badge manifesto pledge, providing individuals with verifiable micro-credentials linked to local employment opportunities. The role will oversee the phased implementation of a pilot digital credentialling programme, initially focused on Skills Bootcamps, ensuring alignment with the Liverpool City Region (LCR) skills ecosystem.

The postholder will work closely with training providers, employers, and technology partners to co-design badge frameworks, drive adoption, and embed the offer into our award winning LCR Be More platform, helping close skills gaps and improve progression pathways for residents.

2.	Your responsibilities

- Lead the planning, scoping, and phased roll-out of the LCR digital credentialing pilot, ensuring alignment with Skills Bootcamps, sector needs, and regional workforce priorities.
- Translate learning outcomes into digital badge frameworks, collaborating with providers to ensure recognition of both formal and informal skills.
- Build and manage partnerships with education providers, employers, industry bodies, and technology partners to ensure credibility, relevance, and adoption of digital credentials.
- Oversee integration of digital badges and a digital skills wallet into the Be More platform, ensuring interoperability, accessibility, and a seamless user experience.
- Establish and manage governance structures, convening working groups with employers and providers to ensure strategic alignment and oversight.
- Work with colleagues to agree approval pathways, maintain delivery plans, track risks/issues, and ensure robust evaluation processes are in place.
- Work collaboratively with IT, finance, procurement and audit functions, ensuring effective use of resources and compliance with contractual commitments.

- Lead communications and engagement activity to promote awareness of digital badges to learners, providers, and employers.
- Ensuring that all information used or recorded is done so in compliance with all LCRCA policies and GDPR data regulations.
- Monitor and evaluate programme outcomes, producing reports, briefings, and recommendations for senior colleagues, boards, and elected members.
- Champion inclusion and equity of access, ensuring the programme supports residents facing digital barriers or non-traditional learning journeys.
- Contribute to continuous improvement, embedding lessons learned into future phases of delivery.

3.	General Corporate Responsibilities

- To support the implementation of the City Region's Devolution agreement and wider strategic priorities.

- To participate in all aspects of training and development as directed and to use all relevant learning opportunities to improve personal skills so as to improve effectiveness and efficiency of service delivery.

- To work as a key part of the Investment and Delivery Directorate in contributing to the corporate management of the strategic risks facing the Liverpool City Region Combined Authority.

- To support the achievement of corporate efficiency targets and initiatives.

- To ensure the Combined Authority's commitment to equal opportunities and is demonstrated through promoting non-discriminatory practices in all aspects of work undertaken.

It must be understood that every employee has a responsibility to ensure that their work complies with all statutory requirements and with Standing Orders and Financial Regulations of the Combined Authority, and to ensure that all work functions are undertaken in accordance with health and safety legislation, codes of practice, and the Combined Authority's safety plan.

This job description is not intended to be prescriptive or exhaustive; it is issued as a framework to outline the main areas of responsibility at the time of writing.

4.	Recruitment Plan

Competency Based Interview

PERSON SPECIFICATION

Job Title: Digital Credential Lead – Be More

Criteria		
Qualifications and Training	**E = Essential D = Desirable**	**Identified By**
Qualified to Level 6 or above, or equivalent professional experience operating at a strategic level	**E**	**A**
Evidence and commitment to continuous personal and professional development.	**D**	**A**

Experience and knowledge	**E = Essential D = Desirable**	**Identified By**
Experience of the design, development and delivery of innovative digital projects or initiatives within the skills, education or employment sector.	**E**	**A,I**
Experience developing and implementing frameworks to recognise and evidence skills and achievements.	**E**	**A,I**
Knowledge and understanding of skills policy, local labour market needs, and the role of micro-credentials in supporting progression and inclusion.	**E**	**A,I**
Experience of partnership working in a multi-agency environment, developing collaborative approaches with education providers, employers, industry bodies and technology partners.	**E**	**A,I**
Have current knowledge and understanding of processing and recording data in compliance with data protection laws and processes.	**E**	**A,I**
Knowledge of digital badge frameworks, credentialling standards, and interoperability between platforms and systems.	**D**	**A,I**
Experience of embedding new digital tools or services into an existing platform or service, ensuring accessibility and user engagement.	**D**	**A,I**
Experience of working as a multi-functional team, including an ability to adapt appropriately to people at all levels, lead stakeholder engagement and build stakeholder relationships.	**D**	**A,I**
Experience of monitoring, evaluating and reporting on project delivery, including measuring engagement, uptake, and impact.	**D**	**A,I**

Skills and abilities	E = Essential D = Desirable	Identified By
Ability to develop and deliver clear implementation plans aligned with strategic priorities.	E	A,I
Strong communication skills: written, oral, and presentational – with the ability to convey complex concepts to a range of audiences.	E	A,I
Analytical skills to interpret data, assess impact, and inform improvements.	E	A,I
Excellent IT skills including Microsoft Office and collaborative platforms (e.g. SharePoint, Teams).	E	A,I
Ability to manage complex workloads and competing priorities.	E	A,I
Proactive and self-motivated with strong time management.	E	A,I

Personal Attributes	E = Essential D = Desirable	Identified By
Proactive and self-motivated: able to take initiative, drive delivery, and work independently.	E	A,I
Adaptable and flexible: comfortable managing competing priorities and adjusting to changing circumstances or stakeholder needs.	E	A,I
Analytical and evidence-driven: able to interpret data, evaluate impact, and use findings to inform improvements.	E	A,I
Collaborative and relationship-focused: skilled in building strong partnerships with employers, providers, and technology partners.	E	A,I
Inclusive and equitable: committed to widening access, supporting diverse learners, and championing non-traditional learning routes.	E	A,I
Detail-oriented yet strategic: capable of balancing big-picture delivery with operational accuracy (e.g. compliance, governance, reporting).	E	A,I
Resilient and professional: able to engage at all levels, handle complexity, and maintain credibility in multi-agency environments.	E	A,I

Core Behavioural Competencies	E = Essential D = Desirable	Identified By
Pro-active, a self-starter with the ability to work with minimum supervision, will need to be able to use own initiative and work to deadlines; strong time management skills are essential.	E	A,I

An understanding of and a personal commitment to the Vision and Aims of Liverpool City Region Combined Authority.	**D**	**A,I**
Commitment to and understanding of equal opportunities.	**D**	**A,I**

Key to Assessment Methods:

A - Application
I – Interview