



Job title	SCRUM Master/Agile Coach: Digital Engagement	Job family and level	Administrative, Professional and Managerial Level 5
School/ Department	External Relations	Location	University Park Campus

Purpose of role

To document, manage and drive the activity required to deliver the Digital Engagement Programme in an Agile managed approach. This includes the development and establishment of new Agile practices, managing the sprint activity, and ensuring the successful management of the team resources.

Using Agile principles, provide coaching and support to those less familiar with SCRUM principles and ensure the adoption of these principles across the external relations department.

	Main responsibilities (Primary accountabilities and responsibilities expected to fulfil the role)	% time per year
1	<p>Introduce and embed Agile tools, techniques and methodology for the Digital Engagement Programme</p> <ul style="list-style-type: none"> ▪ Oversee the establishment and set-up of new Agile product team ▪ Provide day to day leadership of Agile teams, overseeing the successful adoption of Agile methodologies in order that they can perform to their maximum potential, be self-managing, directive and accountable ▪ Responsible for developing the strategy, standards and requirements for establishing a tailored Agile methodology and toolkit for the Digital Engagement Programme ▪ Identify key programme improvement activities and define, lead and evaluate workshops, improvement events and others as required. ▪ Responsible for promoting the positives of the Agile methodology, acting as a source of inspiration, motivation, knowledge and expertise to staff ▪ Assist teams in navigating industry-standard Agile tools and software. 	30%
2	<p>SCRUM Management</p> <ul style="list-style-type: none"> ▪ Works closely with third party partners to document SCRUM activity in the round for the Digital Engagement Programme ▪ Work closely with internal and external business change teams to ensure adoption and benefit realisation from products and features delivered by the Digital Engagement Programme ▪ Facilitate daily stand-ups (or the daily scrum) as needed 	50%

	<ul style="list-style-type: none"> ▪ Hold iteration/sprint planning meetings. Protect the team from over-committing and scope creep. Aid in estimation and sub task creation ▪ Conduct sprint reviews – participate in the meeting and capture feedback for action ▪ Administrate the scrum board (or other tools). Ensure that cards are up to date and the scrum tools, (e.g. Teams/JIRA) are working well. ▪ Consult with team members and internal stakeholders on how best to work with the scrum team ▪ Provide regular analysis and reporting of burndown charts and other portfolio planning tools to understand what gets built and at what cadence ▪ Aid the team by eliminating external blockers and managing internal roadblocks through process or workflow improvements ▪ Facilitate burndown, retrospective meetings as required ▪ Coach and provide feedback to the team - including senior business owners and partners to continuously improve their Agile practice. 	
3	<p>Agile coaching</p> <ul style="list-style-type: none"> ▪ Work with senior stakeholders to gain buy-in of the value of the Agile methodology ▪ Train and coach members of External Relations and their stakeholders at the in Agile methodologies and guide them through implementation ▪ Work with senior leaders to improve, mature and evolve Agile working practices, including adaptation and tailoring across other teams 	15%
4	<p>Other</p> <ul style="list-style-type: none"> ▪ Completion of any appropriate and suitable tasks required to ensure programme, team and individual success ▪ Provides general team support such as technology support, providing tools and daily team motivation ▪ Supports to communications and engagement process for programme delivery. 	5%

Person specification

	Essential	Desirable
Skills	<ul style="list-style-type: none"> ▪ High levels of emotional intelligence to work with varying parties with differing needs and expectations ▪ Passion for new technology and the benefits it can bring and an ability to continuously improve ▪ An advocate of positive business change with a high, evidenced level of ability to train, coach and develop others ▪ Adept at coaching Agile teams in enterprise organisations ▪ Proven contributor to Agile thinking and development ▪ Able to coach all types of individuals, from sceptics to evangelists, from all backgrounds ▪ Works effectively with, and through others, as a member of one or more teams focused on developing Agile culture ▪ Skilled at building formal and informal networks among relevant internal and external stakeholders and influencers, in a manner designed to maximize success ▪ Is obsessed with delivery team performance, staying deeply immersed in delivery activities ▪ Ability to communicate and explain complex issues in clear, concise, persuasive language. 	<ul style="list-style-type: none"> ▪ Active in the Agile community, organising events or promoting discussion ▪ Knowledge of university operating practices and processes
Knowledge and experience	<ul style="list-style-type: none"> ▪ Significant, demonstrable knowledge of Agile principles, methodology and delivery experience ▪ Knowledge of modern customer experience principles ▪ Significant demonstrable experience of delivering SCRUM projects to budget and time ▪ Experience of running workshops, sprint sessions, retrospectives and reviews ▪ Significant knowledge of modern marketing techniques, process and technologies ▪ Previous experience of delivering complex change programmes in an Agile methodology 	<ul style="list-style-type: none"> ▪ Knowledge and experience of the Adobe Experience Cloud and Microsoft Dynamics 365 ▪ Previous experience of working within Higher Education ▪ Excellent martech development experience.

	<ul style="list-style-type: none"> ▪ Previous experience of working in a SCRUM master role for a large complex organisation ▪ Previous experience working with Tier 1 consultancy partners as well as in house teams ▪ Significant experience of driving process and transformational change within a large organisation ▪ Experience of successfully influencing and negotiating with senior management and key stakeholders/vendors ▪ Familiarity and experience with Agile Software tooling eg Microsoft Azure DevOps 	
Qualifications, certification and training (relevant to role)	<ul style="list-style-type: none"> ▪ Educated to degree level or equivalent ▪ Certified Agile coach, SCRUM Master qualification or equivalent. 	
Statutory, legal or special requirements	<ul style="list-style-type: none"> ▪ Knowledge and awareness of CMA, ASA, GDP and Accessibility regulation 	



The University of Nottingham is focused on embedding equality, diversity and inclusion in all that we do. As part of this, we welcome a diverse population to join our work force and therefore encourage applicants from all communities, particularly those with protected characteristics under the Equality Act 2010.

Expectations and behaviours

The University has developed a clear set of core expectations and behaviours that our people should be demonstrating in their work, and as ambassadors of the University's strategy, vision and values. The following are essential to the role:

- Valuing people** Is always equitable and fair and works with integrity. Proactively looks for ways to develop the team and is comfortable providing clarity by explaining the rationale behind decisions.
- Taking ownership** Is highly self-aware, looking for ways to improve, both taking on board and offering constructive feedback. Inspires others to take accountability for their own areas.
- Forward thinking** Driven to question the status quo and explore new ideas, supporting the team to "lead the way" in terms of know-how and learning.
- Professional pride** Sets the bar high with quality systems and control measures in place. Demands high standards of others identifying and addressing any gaps to enhance the overall performance.
- Always inclusive** Ensures accessibility to the wider community, actively encouraging inclusion and seeking to involve others. Ensures others always consider the wider context when sharing information making full use of networks and connections.

Key relationships with others

This is a Smart Art diagram. Click on the boxes to enter the role holder's job title, line manager's job title and any direct reports (if applicable). If a role does not have any direct reports, remove this box by double clicking on it and pressing Delete.

****Please remove this paragraph of instructions before submitting the role profile****



