

**Function:** Digital Service  
**Role Title:** Problem Demand & Service Insights Manager  
**Reports To:** Head of Service Management

### Overview

Digital Services (DS) refer to the application of business and technical expertise to enable the creation, management, and optimization of or access to information and business processes. This function is the first point of contact for end user issues and is supported by Digital IT Service Desk, Technical Services and Operations Management.

The role is responsible for leading the University's Problem Management capability and developing a proactive Service Insights and Continual Service Improvement function. Working collaboratively with Business Relationship Managers, Service Delivery teams and key stakeholders, the post holder will use service performance data, business demand and customer insight to identify, assess and prioritise improvement opportunities across Digital IT. The role will own the front end of the Service Improvement lifecycle, ensuring approved initiatives are translated into deliverable improvements and transitioned into the University's Technical Change Management process for implementation and benefits realisation. The Digital IT Service is a 24/7 operation and there may be a requirement to work out of hours, when required to ensure high service availability and completion of planned changes.

### Responsibilities

- Responsible for developing, documenting and embedding fit-for-purpose Problem Management, Service Insight and Continual Service Improvement processes aligned to ITIL best practice.
- Responsible for the management of regular service reviews with key senior stakeholders to evidence progress toward defined KPI's and ensure the adherence to the University standards using service performance data, trend analysis and stakeholder feedback to identify continual improvement opportunities.
- Facilitate the Service Improvement Board (or equivalent governance forum), presenting prioritised service improvements, business demand and Problem Management recommendations before approved initiatives transition into Change Management and CAB.
- Responsible for ensuring service delivery meets the agreed service levels for Major Incident and Change. Produce weekly reporting packs, lead regular service reviews with senior management/vendors and conduct ongoing trending/analysis to inform continual service improvement
- Analyse recurring incidents, service requests and operational trends to identify opportunities for permanent service improvements.
- Help to lead post incident review meetings to capture lessons learned ensuring lessons learned are translated into measurable service improvements and tracked through to completion.
- Collaborate with the Digital IT team to provide advice/coaching/training regarding all processes within the scope of responsibility
- Develop service improvement proposals by undertaking discovery, root cause analysis and business impact assessments, working with Business Relationship Managers and technical teams to shape viable improvement initiatives before they enter Technical Change Management.
- Work out of hours, when required to ensure high service availability and completion of planned changes

### Salford behaviours

- **Connecting:** Consciously connects with people to build trusting relationships over time and helps others to form networks that will support them in their work and learning
- **Inspiring:** Communicates with clarity and behaves in a way that engages and influences people to do their best for the University and its students
- **Co-creating:** Works with and through others to generate the best possible ideas and solutions
- **Achieving:** Takes accountability to make things happen and see things through for the benefit of the University.

### Qualifications – Professional Skills Certifications (essential or desired)

- Graduate qualification or relevant professional experience
- ITIL Certification

### Background & Experience

- Substantial experience in IT in a diagnostic and problem-solving role
- In-depth understanding of diverse computer systems and networks

- Experience managing ITIL processes
- Experience of analysing service performance data and identifying continual service improvement opportunities.
- Experience facilitating workshops with technical and business stakeholders
- Good understanding on how to use data tools Excel Capabilities etc

## SFIA IT Skills & Competencies

| Skill name & key responsibilities | SFIA Level | SFIA skill-level description selected for this role                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
|-----------------------------------|------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Change Management</b>          | 5          | Develops improvement proposals and transitions approved initiatives into Change Management.. Evaluates risks to the integrity of service environment inherent in proposed implementations (including availability, performance, security, and compliance of the business services impacted). Seeks authority for those activities, reviews the effectiveness of change implementation, suggests improvement to organisational procedures governing change management. Leads the assessment, analysis, development, documentation, and implementation of changes based on requests for change.                                                                                                                                                                                                                   |
| <b>Problem Management</b>         | 5          | Leads the University's Problem Management capability, ensuring problems are identified, investigated and managed in accordance with agreed procedures. Uses service performance data, trend analysis, customer insight and business demand to identify recurring issues and improvement opportunities. Facilitates root cause analysis and collaborates with Business Relationship Managers, Service Delivery teams and technical specialists to develop permanent solutions. Maintains a prioritised service improvement backlog, ensuring recommendations are progressed through the University's Service Improvement lifecycle. Monitors and reports on the effectiveness of implemented improvements, driving continual service improvement and reducing recurring incidents.                               |
| <b>Customer Service Support</b>   | 5          | Responsible for day-to-day management, resource planning and work allocation to meet agreed service levels. Specifies, agrees, and applies standards. Ensures that tracking and monitoring of performance of service delivery through all channels (human, digital, self-service, automated) is carried out, metrics and reports are analysed, and issues are resolved. Drafts and maintains policy, standards and procedures for the customer service or service functions. Ensures that the catalogue of requestable and supported services is complete and current.                                                                                                                                                                                                                                          |
| <b>Information Security</b>       | 4          | Explains the purpose of and provides advice and guidance on the application and operation of elementary physical, procedural, and technical security controls. Performs security risk, vulnerability assessments, and business impact analysis for medium complexity information systems. Investigates suspected attacks and manages security incidents. Uses forensics where appropriate.                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Knowledge Management</b>       | 5          | Provides advice, guidance and support to embed best practice approaches to knowledge management across Digital IT. Develops and maintains knowledge management processes, ensuring operational knowledge, service documentation and support materials remain accurate, accessible and fit for purpose. Promotes collaboration, knowledge sharing and user adoption across internal teams and business stakeholders. Works closely with Service Delivery and Service Improvement teams to ensure lessons learned, recurring issues and service improvements are translated into reusable knowledge articles, self-service content and guidance. Supports the continual improvement of knowledge management practices to improve customer experience, increase self-service adoption and reduce avoidable demand. |
| <b>Service Level Management</b>   | 5          | Ensures that service delivery meets agreed service levels and performance targets. Develops, monitors and reviews service performance measures, using service analytics, customer feedback and operational data to identify opportunities for continual improvement. Works collaboratively with service owners and stakeholders to establish, review and improve operational methods, service standards and performance metrics. Produces service insight reporting and performance dashboards to support decision making, benefits realisation and ongoing optimisation of digital services.                                                                                                                                                                                                                   |

One of our strategic ambitions, articulated in our current strategic framework, is to advance equality, diversity, and inclusion (EDI). This includes achieving greater diversity within our workforce and creating an inclusive working environment service wide. We will create a culture that is collaborative and innovative and that adapts to the changing needs of our clients. EDI will be fundamental to this culture. In this role, you can expect to: contribute to our thinking and be challenging on how Salford can transform the way it addresses equity disparities, embraces diversity, and becomes more inclusive.

The University of Salford is committed to an inclusive approach to equality and diversity. We make every effort to form shortlisting and interview panels that are diverse in terms of gender, age, ethnicity, nationality, and socio-economic background.

