

## What's it all about

As part of the People Development team, you will act as NHG's Digital Change & Adoption Partner, ensuring digital and transformation activity results in sustained behaviour change and confident new ways of working. Reporting to the Learning Partnering & Delivery Manager, you will work closely with Transformation teams, Change Managers, Business Analysts, PMO colleagues and HR Business Partners to shape adoption, influence readiness, and support effective embedding of change.

This role is not focused on delivering training at scale or creating learning materials. Instead, it centres on partnering and influence, owning digital adoption outcomes rather than learning outputs. You will identify adoption risks early, challenge assumptions, and support leaders to embed new behaviours within their teams.

By bringing a people-centred lens to digital change, you will help NHG realise the value of its digital investment, improve colleague experience, and support consistent, high-quality service delivery. While this role sits within People Development, it operates as a partner to Transformation, Digital and operational teams, owning the adoption and behavioural impact of change initiatives.

## How you'll make a difference

You will ensure NHG's digital and transformation activity leads to meaningful, sustained change rather than short-term adoption. By focusing on behaviour, confidence and readiness, you will help colleagues embed new digital tools and ways of working into everyday practice.

Working in close partnership with Transformation, Change, PMO and People Development colleagues, you will identify adoption risks early, shape readiness activity, and influence sequencing and implementation decisions.

By enabling successful adoption, you will help NHG realise the value of its digital investment, improve colleague experience, reduce friction and re-work, and support consistent, high-quality service delivery for residents.

## How you'll do it

You will work in close partnership with Transformation, Change, PMO and People

Development colleagues to ensure digital change is adopted successfully and embedded into everyday working practices. Through insight, influence and collaboration, you will shape adoption and business-readiness activity, identify and mitigate behavioural risks, and support leaders to embed new ways of working confidently and consistently across NHG.

### Adoption & Change Partnering (45%)

- Partner with Transformation, Change, PMO and HR Business Partners to understand upcoming digital and process change and assess adoption and behavioural risks
- Shape and influence business-readiness and adoption activity, ensuring change is well-sequenced, inclusive and embedded into day-to-day working practices
- Provide insight and constructive challenge to project teams and leaders on confidence, readiness and sustainability of change
- Identify, escalate and support mitigation of adoption risks early, enabling informed decision-making and sustained change

### Capability Enablement & Adoption Interventions (including AI) (35%)

- Define the capability required for successful adoption of digital tools and new ways of working, including emerging technologies such as AI and Copilot
- Work closely with Learning Design and Systems colleagues to brief, shape and prioritise training and support aligned to adoption needs
- On occasion, design and deliver targeted, adoption-focused sessions (e.g. for leaders, CSC colleagues or priority user groups) where direct partner involvement enables behaviour change or reduces adoption risk
- Support leaders to understand the behavioural, cultural and ethical implications of AI-enabled ways of working and their role in embedding these responsibly
- Ensure training and support activity is purposeful, timely and focused on confidence, behaviour change and safe adoption rather than volume or completion metrics

- Enable colleagues across directorates to feel confident and capable when adopting new digital or system processes, enabling sustainable changes in how work is done
- Accountable for driving adoption and ensuring change is embedded and sustained

### **Insight, Assurance & Continuous Improvement (20%)**

- Use qualitative and quantitative insight (e.g. feedback, confidence themes, usage patterns) to understand adoption challenges and behavioural barriers
- Track adoption trends and emerging risks, feeding insight into Transformation, Change and People Development colleagues
- Recommend adjustments to approach where adoption is not landing as expected, supporting continuous improvement and sustained change

## **All about you**

### **Essential knowledge, experience and skills including qualifications and professional membership**

- Experience supporting colleagues through digital, system or process change, with a strong focus on adoption and behaviour change
- Experience working in partnership with transformation, change, project or HR colleagues to shape business readiness and embed new ways of working
- Ability to identify adoption risks, confidence gaps and behavioural barriers, and influence appropriate responses
- Experience briefing and shaping learning and support approaches in collaboration with learning design and learning systems teams
- Experience supporting the adoption of digital tools and ways of working, including emerging technologies such as AI
- Strong understanding of colleague experience and how change impacts day-to-day work

### **Skills & Attributes**

- Confident operating at a partnership level, able to influence and challenge leaders constructively
- Able to challenge assumptions and influence senior stakeholders to drive adoption and behavioural change
- People-centred and pragmatic, balancing support with appropriate challenge
- Strong communication and stakeholder-management skills, able to build credibility quickly
- Comfortable working across multiple teams and priorities in complex environments
- Curious, reflective and outcomes-focused, with a clear emphasis on behaviour change rather than activity
- Commitment to NHG's values, inclusion and responsible adoption of digital and AI-enabled ways of working

### **Qualifications**

- Experience in learning, change, organisational development, digital adoption or a related discipline
- Relevant professional qualification (e.g. learning, change management, OD or similar) is desirable, however not essential
- Commitment to ongoing professional development in digital, change or people practices