



Job Title:	Sectoral Lead – Digital Literacy
Grade:	7
Unit:	Digital Literacy
Reporting to:	Manager
Reference:	606

Role Summary

The ALL Office is responsible for implementing the *national Adult Literacy for Life* Strategy developed by Solas. The role of the ALL Strategy National Programme Office is to operate as a central coordinating body across Government Departments and other relevant stakeholders. The National Programme Office has a number of sectoral lead roles to ensure a cross-Government and whole-of-society approach. Current sectoral lead roles include health literacy, family literacy, numeracy, workplace literacy and community and voluntary sector. We are now recruiting a new digital literacy lead role in a 3-year post.

[Adult Literacy for Life](#) (ALL) is Ireland's 10-year literacy, numeracy and digital literacy Strategy that aims to:

- ensure that every adult has the necessary literacy, numeracy and digital literacy to fully engage in society and realise their potential; and
- support organisations and services to be literacy friendly and fully accessible to adults with unmet needs.

Digital Literacy Definition

NALA (National Adult Literacy Agency) defines digital literacy as the essential skills to live, learn, and work using digital tech (for example, phones and the internet), encompassing communication, accessing information, problem-solving, and being safe online. Digital literacy is not only tech skills but also understanding online safety, social awareness, and creating new information, allowing people to be active citizens, not just passive users.

Key Tasks/Responsibilities

- Work with the National Programme Office Director, sectoral lead colleagues and the network of Regional Literacy Coordinators, to ensure an effective, cross-Government and cross-societal approach is adopted to address digital literacy needs, particularly in relation to numerous digital and digital-related government strategies.
- Review and develop proposals to advance the digital-related commitments in the ALL Strategy, including to bring cohesion to digital literacy provision and embed access to digital literacy support.
- Promote and drive activity to address unmet literacy needs of those furthest behind, including through developing supports, sharing good practice and making resources available.
- Identify key target groups and coordinate targeted initiatives to address specific challenges and needs at regional and national level.
- Increase awareness of unmet digital literacy needs and ensure that all appropriate information in relation to the delivery of the ALL strategy is communicated to relevant stakeholders.
- Work closely with the network of Regional Literacy Coordinators and support development of National and Regional Literacy Plans.
- Participate in the National Literacy Coalition and work with Coalition members in implementing the ALL Strategy, establishing and leading thematic networks or working groups as required.
- Assume responsibility for individual National Programme Office programmes and/or projects as required.
- Support the implementation of the ALL strategy related to digital literacy.
- Provide strategic leadership to ensure that foundational digital literacy skills are embedded across diverse government digital strategies and policies.

Requirements

Essential:

- A qualification in a relevant field, or minimum of 3 years' experience in a relevant role.
- Excellent working understanding of digital literacy
- Demonstrated ability to take a system-wide approach and see connections, risk, and the potential for innovation in the wider environment.
- Ability to build and support complex cross-functional and inter-agency teams or networks.
- An excellent understanding of the strategic use and application of both

quantitative and qualitative research.

- Broad understanding of continuous development, innovation and achievement of results against objectives in career to date.
- Excellent written and spoken communication skills, as well as strong IT skills.
- Self-starter attributes, possessing the necessary drive and resilience.

Desirable:

- Exemplary public service values including the highest standard of professional integrity and operating with probity.