ROLE PROFILE

Position Title: Manager Automation CoE	**Reporting to:** Director Digital Engagement
Business Unit: Technology	
Division: Information Technology & Digital	**Department:** Digital Enablement

A. ROLE AND CONTEXT

Purpose:	Functional Context:
The role is responsible for driving enterprise-wide automation initiatives that enhance operational efficiency, streamline workflows, and improve employee experience. This role combines technical oversight with people leadership, vendor coordination, and cross-functional collaboration to deliver scalable and sustainable automation solutions.	The Technology Unit within Ooredoo is the backbone of the organization providing all technology services which enable Ooredoo to deliver its services to its customers across all technology platforms, 24/7/365. In other words, it's responsible for the management of all Ooredoo networks, technology infrastructure/ platforms and processes to achieve fast time-to-market, high operational efficiency, and support product/ service innovation, and ultimately drive the financial performance of Ooredoo. The department owns the holistic view of current and future technology architecture and executes accordingly, in alignment with OQ technology strategy and Ooredoo Group, and monitors and safeguards the defined architecture in the execution of all technology products

B. ROLE ACCOUNTABILITIES

- Define and champion the automation vision and roadmap in alignment with organisational goals.
- Influence senior stakeholders and business units to adopt automation as a core enabler of transformation.
- Lead change management efforts to ensure successful adoption of new digital workflows and platforms.
- Inspire and guide a team of automation specialists, fostering a culture of innovation, accountability, and continuous improvement.
- Set clear performance objectives, provide coaching and mentorship, and support career development.
- Oversee the design, development, and deployment of automated workflows across business functions.
- Establish governance frameworks to ensure compliance, security, and operational integrity.
- Monitor performance metrics and drive continuous optimisation of automation assets.
- Act as a trusted advisor to business units, translating operational challenges into automation opportunities.
- Facilitate workshops and discovery sessions to identify high-impact use cases.
- Ensure solutions are user-centric and aligned with business priorities.
- Vendor & Stakeholder Management
- Manage relationships with external vendors and service providers, ensuring delivery quality and adherence to SLAs.
- Collaborate with internal stakeholders across IT, HR, Finance, and Operations to align automation efforts with enterprise architecture and data governance standards.
- Lead the transformation of manual processes into digital workflows, including those supporting employee services and internal operations.
- Ensure portals and interfaces are intuitive, accessible, and integrated with backend systems.

C. SCOPE AND INTERACTIONS

Direct Revenue Responsibility: No	**Primary Interactions (Internal/External)**

ROLE PROFILE

Direct Budget Responsibility: No Direct People Management Responsibility: No	Internal Relationships: Cross Functional	External Relationships: Vendors Business Partners Customers

D. KEY PERFORMANCE INDICATORS (KPI)

• Automation Strategy Execution Rate – % of strategic automation initiatives delivered on time and within scope.
• Workflow Automation Coverage – % of identified manual processes successfully automated.
• Cycle Time Reduction – Average % reduction in process execution time post-automation.
• Time-to-Deploy – Average time taken to design, test, and deploy new automation workflows.
• Business Use Case Adoption Rate – % of business-initiated automation requests successfully implemented.
• Portal Uptime & Responsiveness – Availability and performance metrics for employee-facing platforms under automation scope.

E. EXPERIENCE, QUALIFICATIONS AND SKILLS

Minimum Experience, Essential Knowledge & Skills	Minimum Entry Qualifications
10 years' experience in a similar role. 5+ years of experience in IT, digital transformation, or automation roles. Relevant experience in engineering, IT and telecom in the Telecommunications industry Understanding workflow design, process automation, and lifecycle management. Familiarity with governance, compliance, and data security Proven ability to lead teams and drive innovation. Skilled in engaging stakeholders and translating business needs into solutions. Understanding of employee-facing platforms Proficient in low-code/no-code tools Hands-on experience with RPA and enterprise integration. Knowledge of workflow systems, and governance. Familiarity with ticketing and issue tracking systems. Ability to work with APIs, data connectors, and middleware.	Bachelor's Degree in Telecom or Computer & Communications or Electrical & Electronics Engineering **Preferred Certifications / Other Qualifications** Professional Certification in automation or process improvement (e.g., RPA, BPM, Lean Six Sigma). Certification in low-code/no-code platforms or workflow automation tools.

Technical Competencies	Required Level	Behavioural Competencies	Required Level
PARTNER MANAGEMENT (PLATFORM)	Advanced	Building Customer Value	Basic
TECHNOLOGY ARCHITECTURE	Advanced	Delivering Results & Fostering Collaboration	Basic
PLANNING + (P&L FIT)	Advanced	Shaping Strategy	Basic
		Driving Change	Basic
		Networking and Influencing Collaboratively	Basic
		Leading Teams	Basic

Competency Level (Reference Range)	Basic	Intermediate	Advanced	Expert
	Low >--------------------------->---------------------->---------------------->High			

Manager Automation CoE-0506