



# London Borough of Hounslow

## Role profile

---

<b>Job Title:</b>	<b>Assistant Director of Corporate Strategy</b>	
<b>Post Number(s)</b>	<b>206877</b>	<b>Grade: CO4</b>
<b>Directorate:</b>	<b>Assistant Chief Executive</b>	
<b>Service:</b>		
<b>Reports to:</b>	<b>Assistant Chief Executive</b>	

---

### **PURPOSE OF ROLE:**

The Assistant Director of Corporate Strategy will lead the development and planning of our Corporate Strategy at Hounslow, shaping our insight offer to provide policy interventions and continuously monitor and improve our performance. You will lead our strategic development and planning across Hounslow –looking outwards as well as internally. Working with the Head of Policy and Insight and Head of Performance and Information you will have the scope to bring innovation and new thinking to deliver on our ambition. The Assistant Director will be responsible for ensuring a consistent approach to policy development and a coherent set of policy interventions across the Council and with our partners. The role will drive our corporate performance regime and provide challenge and rigor to the development and management of our strategic planning processes. Underpinning this, the Assistant Director of Corporate Strategy will set our corporate offer for insight and intelligence, creating routes to access, interpret and apply data and insight to understand how well we are working to deliver our Corporate ambition. The role will report to the Assistant Chief Executive and play an active part in the corporate leadership of the Council and with our system partners.

---

### **CORE ACCOUNTABILITIES**

You will lead the development and delivery of our Corporate Strategy, working with Members, senior colleagues, and programme directors across the whole organisation to develop the long-term vision for the Council and borough. You will have leadership capabilities that encourage contribution and collaboration across the organisation, working to understand strategic objectives and cutting through complexity to create a seamless Corporate Strategy and plan.

As a corporate leader, you will prioritise and measure the work of your teams, considering how the work they are doing demonstrably progresses our corporate objectives. You will have responsibility for establishing a clear remit for the Corporate Strategy Team, not least:

- Lead the development of our policy offer
- Understand and map requirements for data monitoring and insight that progresses our organisational objectives
- Meet our scrutiny objectives
- Meet our statutory commitments on data monitoring
- Ensure our corporate performance is successfully measured and monitored.
- With a huge, visible remit that connects across the organisation, and with partners, you will need to be comfortable with complexity, evolving a Corporate Strategy that is woven into our wider organisational activity and brings insight and knowledge where it is needed.

You will lead the strategic planning process –providing guidance, advice, and input into Hounslow’s ability to realise key strategies through investment appraisals and prioritisation. You will be responsible for the delivery of the annual business planning process, providing the tools and methodologies to support the Council’s outcomes-based approach.

Through your management of the Policy and Insight team you will have accountability for the design and management of the Council’s policy framework building a robust evidence base and linking corporate information and performance with policy and insight to shape our ambition for service reform. You will also have accountability for leading the Council’s scrutiny function.

You will develop a Council, and borough-wide, programme for insight and intelligence, maintaining the Council’s internal and external narrative around its corporate objectives. Critical to this will be understanding and prioritising insight and intelligence needs from a One Hounslow perspective, leading your teams to build and share robust data and information that both meets our statutory objectives and enables Hounslow to monitor the performance of our organisation to deliver on our strategic objectives.

You will lead and manage the Head of Policy and Insight to shape the corporate offer for insight and intelligence, setting direction and goals for insight and monitoring delivery.

As a corporate leader you will need to engage stakeholders across the organisation, listening to their current and future insight and information requirements and shaping a way of providing data that enables employees to extract and interpret the information they need when they need it. This is a cultural change that you will lead, setting the



ambition and developing the route map to create responsive insight, whilst monitoring closely data safety and delivering our statutory insight responsibilities.

Leading and managing the Head of Performance and Information, you will design and lead the Council's corporate approach to performance management, including internal and external review and evaluation to inform progress and identify areas for improvement, innovation and showcasing best practice.

You will understand how to measure the positive impact of our reform programme and will apply your knowledge of public and private sector delivery alongside leadership skills that make things happen.

The Assistant Director will have accountability responsibility for corporate risk, supported by the Head of Performance and Improvement to continuously monitor risk against delivery.

You will build strong, influential relationships across the Council—including members, the Corporate Leadership Team (CLT), senior colleagues, service managers and policy leads. You will also develop and thrive on relationships beyond the Council, particularly with our statutory partners, voluntary and community sectors.

You will adapt and flex your style, being creative and analytical, as the role requires, knowing when to lead and how to collaborate.

You will work your peers in the ACE Senior Leadership Team to ensure that the strategic corporate delivery offer links to our offers across community solutions, people strategy and our communications and engagement across Hounslow.

**These are the values that drive us:**

### **Lead with heart**

We're here for the people of Hounslow. We work together with them and for them with care and compassion, with patience and in partnership. We put ourselves in other's shoes, remembering that every person is different, and every interaction is a real moment in their lives. We always feel first.

### **Do new**

We need to do things differently if we're going to help Hounslow people thrive in the future. Hard work is important but it's not enough on its own. We need to



challenge ourselves to break new ground, invent new approaches, try new ideas keep moving forward and keep improving. That means being ready to stop doing things we've done before. It means taking on risk and backing each other when we take a leap.

### **Pass on the power**

The world keeps on changing and we need to change with it. We won't be able to adapt fast enough to the future needs of our residents if we stick to old fashioned command and control. We need to hand over responsibility and give people more power to make decisions and take action themselves. It's about being transparent and straightforward. It's about providing tools and support. But most of all, it's about being ready to trust each other to do the right thing.

### **Harness the mix**

We work together, across disciplines and roles. We talk lots, share our insights, our skills and experience. We're not interested in siloes or defensiveness. We're always open to different approaches, we're flexible and ready to adapt. We break down the barriers between our parts and people to unlock the problem-solving power of our amazing mix of minds.

### **Be a rock**

There's lots to do and people need us. It's up to us to take the initiative. To take responsibility. To stand up and be counted. Everyday. It's about being super focused, effective and efficient. It's about allocating our resources smartly and with good rationale – using data to help guide our decisions. But most of all, it's about having the strength and determination to keep on going through thick and thin.

### **The top 5 things about you that are most important:**

- You will have considerable experience and understanding of the role of corporate information in developing corporate strategy.
- You will be comfortable with complexity and will have strong analytical and data skills that can establish what insight is needed when to deliver on our ambition for our residents at Hounslow.
- You will have experience in project management and delivering at pace.
- You will have strong collaboration and stakeholder management skills and be able to influence at all levels of the organisation, including our Members and our Corporate Leadership Team.
- You will have leadership qualities that enable success, leading teams to establish the organisational offer for performance and information at Hounslow and monitor progress over time.

