



# London Borough of Hounslow

Assistant Director Corporate Strategy

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Assistant Chief Executive Directorate

Grade: CO4

Salary: Up to £85k

Directorate: Assistant Chief Executive's

Reports to: Assistant Chief Executive

# ARE YOU READY TO MAKE A CHANGE?



Mandy Skinner,  
Assistant Chief Executive

London Borough of  
Hounslow

Hounslow Council is an outstanding Council serving an outstanding borough. With brilliant, visionary leadership, a dynamic Cabinet and a can-do culture, we've built strong partnerships across the borough which have transformed how we serve one of London's most diverse boroughs.

Hounslow is the world in one place, full of potential, but a borough hit hard - socially and economically - by Covid-19. We have stepped up for our residents and businesses like never before.

Our One Hounslow vision is more than a programme of transformation; more than a series of projects. It is a relentless focus on achieving the most ambitious outcomes for our residents, communities and businesses. It requires a borough and system-based approach that demands the Council as an organisation to the nothing less than exceptional – as a deliverer of services, as a community leader and as an employer.

Since its formation, our directorate has played a key part in the Council, delivering during the pandemic. It is now time for further development and investment in our leadership capacity to reform, change and improve our services, with a clear focus on performance, evaluation and delivery.

If you'd like to work with a high performing leadership team – then I'd love to hear from you.

# THE 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.
- The Assistant Director of Corporate Strategy 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

## Leadership of our Corporate Strategy



- 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.



# CORE ACCOUNTABILITIES

## Strategic Planning and Policy Development




- 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.



# CORE ACCOUNTABILITIES

## Insight and Intelligence

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- 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.



# CORE ACCOUNTABILITIES

## Performance Management



- 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.



# CORE ACCOUNTABILITIES

## Stakeholder Management



- 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.



# WHO WE'RE LOOKING FOR

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.



# THE 'ONE HOUNSLOW' 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.

## 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 barriers to unlock the problem-solving power of our amazing mix of minds.

## 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 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.

## 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.

# EMPLOYEE BENEFITS

- **Annual leave** – Generous annual leave entitlements starting from 24 days and rising to 30 days.
- **Christmas closure** – Up to 3 days, between Christmas and New Year, if your office is closed.
- **Flexible working arrangements** - our focus is on the outcomes you deliver and we are flexible about where and how this is best achieved.
- **Local Government Pension Scheme** – Open to all employees, this is a tax approved, occupational pension scheme. Your contributions are based on a sliding scale according to your salary band.
- **Learning and development** – we want you to learn everyday. We have a fantastic range of resources and opportunities and are committed to your development throughout your career with us
- **Travel options** - Pool cars, Pool Bikes, Season Ticket Loans.
- **Staff wellbeing services** - Including access to Occupational Health, an Osteopath/Chiropractor and Employee Assistance Programme.
- **A range of family friendly leave options** – Maternity, Paternity, Parental and Shared Parental Leave
- **Premature baby leave and pay** – We are proud to have The Smallest Things Chartermark.

# HOW TO APPLY

- To apply, please submit a CV and cover letter detailing why you're a strong candidate for the role to: <https://starfishsearch.com/appointments/>
- The closing date for applications is 6pm Sunday, 14th November 2021. Interviews will take place week in the last 2 weeks of November.
- For more information or to discuss the role, please contact Jo Boardman at Starfish Search – [07834 030 501](tel:07834030501)

Thank you for your interest

We value diversity. We're committed to creating an inclusive culture where everyone is able to be themselves, give of their best and reach their full potential. We believe that a diverse workforce helps us to better understand our communities and deliver the best for our residents.

We want to receive applications from all, regardless of age, gender identity, disability, marriage or civil partnership, pregnancy or maternity, religion or belief, race or ethnic origin, sex, sexual orientation, transgender status or social economic background. We want to harness the mix and ensure that everybody can apply.

We recognise the diversity of Hounslow's communities and we are particularly keen to hear from candidates who will improve our own diversity and strengthen our ability to communicate to all our residents.