

JOB DESCRIPTION

Job Title:	Director of Customers, Culture, Libraries, and Registration
Grade:	CO3
Department:	Chief Executive, Environment, Customers and Culture
Section:	Customer Services, Library Services and Registration and Nationality Services
Reports to:	Executive Director of Environment, Culture and Customer Services

PURPOSE OF ROLE:

1. Advise the Chief Executive, Leader of the Council, Cabinet members, the Corporate Leadership Team and Council on:
 - Registration of Births, Deaths, Marriages and Civil Partnerships
 - Cemeteries, Crematoria and Bereavement Services
 - Customer Services and Digital Delivery
 - Customer Relations
 - Library Services
 - Translation and Interpretation
 - Cultural Strategy and Operations, including Arts and Heritage
2. Lead the continuous development of the Council's Customer Strategy and its implementation to ensure that the experience our residents have when accessing our services.
3. Co-ordinate and quality assure all customer complaints and responses to Members' casework and how the Council learns from all complaints and casework.
4. Lead the continuous development of the Library Strategy and service and its implementation.
5. Ensure the Council's Registrar Services deliver effectively and within the terms of the GRO and to act as the Proper Officer for Hounslow.
6. Lead the Cemeteries and Bereavement Service to ensure efficient delivery under ICCM legislation.
7. Lead the continuous development of the Culture strategy to include Arts and Heritage.

KEY ACCOUNTABILITIES:

Corporate

- Work effectively as one of the Council's senior leaders, delivering corporate objectives through the work of service departments.
- Be a role model for effective and positive leadership behaviour that is outcome focused and future- and transformation-orientated.
- Demonstrate and ensure high standards of probity and compliance with Council policy, standing orders and the law.
- Act as an ambassador for the borough, promoting and developing the Council's image and championing the interests of Hounslow's community, stakeholders and partners.
- Form robust strategic alliances and develop effective working arrangements with partners, other related organisations, government departments, user groups, business and voluntary sector groups.
- Work as part of multi-disciplinary project teams to enable the breaking down of departmental barriers and delivery of transformational projects.
- Deputise as required for the Executive Director of Environment, Culture and Customer Services
- Promote equality of opportunity and the recognition of diversity in the delivery of services and in employment practices.
- Participate in the Council's emergency planning and responses to emergency situations.
- Participate in the conduct of elections as required to.

Functional

- To lead, develop and deliver the Council's Customer Strategy, Library Strategy and Culture Strategy in line with our Corporate Plan priorities, concurrently delivering cost effective channels of access to our residents and businesses and improving customer satisfaction.
- To lead and champion a strong customer services culture within Hounslow leading to increased customer and resident satisfaction with our services.
- To direct, develop and manage the council's customer services, library service, customer relations, registration and nationality, burial and cemetery functions

and Culture service and to increase the digitisation of services to support the council's ambition to see everyday services delivered online; whilst taking accounting of providing support and services to vulnerable residents.

- To direct the strategic planning of customer services, libraries services, customer relations, burials and cemeteries, registration and nationality services and Culture within the organisation, and lead on the development and implementation of the corporate objectives in these areas.
- To work in strategic partnership to deliver services related to burials and cemeteries, managing this service with appropriate sensitivity and in line with ICCM guidelines and best practice.
- Act as the Proper Officer of the local authority to manage the registration service with overall responsibility for the delivery of the service under the provisions of the Local Government Act 1972 and to deliver an outstanding service in line with the legislation and guidance from the General Registrar's Office.
- Lead the Council's work on cultural services and ensure this links with the Council's ambition for place leadership and strategic regeneration in order that Hounslow is presented to regional, national and international audiences.
- Lead and manage the Council's complaints procedure, Freedom of Information Act requests and act as the Council's point of contact with the Local Government Ombudsman and Information Commissioners Office.
- To advise the Chief Executive, the Council's Corporate Leadership Team and Elected Members in establishing and identifying strategic priorities and risks for customer services, libraries, registration, nationality and cemetery and Culture services across the Council.
- Work closely with Elected Members regarding customer queries and complaints; acting as a leader and role model for customer service.
- Develop performance indicators and targets and provide regular reports to senior management team, departments and Members.
- Robust financial management and income management to ensure delivery of all services within budget.
- Undertake such responsibilities as may be allocated to the post from time to time by the Executive Director and deputise when required
- To deliver and continually explore opportunities for the delivery of commercially focussed services, including options for income generation, savings and resource efficiencies.

KEY PERFORMANCE INDICATORS:

- Development and delivery of the Customer Strategy, Library Strategy and Culture Strategy.
- Delivery of the Registration Service in line with key legislation and best practice.
- Organisational effectiveness measured through Key Performance Indicators.
- Realisation of key transformational programme and project management benefits.
- Professional advice to the Corporate Leadership Team and the Cabinet.

KEY RELATIONSHIPS:

- Corporate Leadership Team and the Elected Members of Hounslow Council.
- Residents and customers.
- Partners and key stakeholders, including our wholly owned company
- General Registrar's Office and ICCM

COUNCIL STANDARDS:

Equal Opportunities: The Council has a strong commitment to achieving equality of opportunity and expects all employees to implement and promote its policy in their own work.

Health and Safety: The Council is committed to a healthy and safe working environment and expects all its employees to implement and promote its policy in all aspects of their work.

Confidentiality: The Council is committed to maintaining privacy of all its staff and customers. It expects all staff to handle all individuals' personal information in a sensitive and professional manner. All staff are under an obligation not to gain access or attempt to gain access to information they are not authorised to have.

EMPLOYEE SPECIFICATION

KNOWLEDGE AND EXPERIENCE:

- Experience and consistent achievement at a senior management level in an organisation of comparable scope and complexity.
- Relevant experience in at least one area, ideally more, of this post's responsibility and evidence of experience to lead all areas
- A proven track record of managing budgets to high standards of probity.
- Experience of leading the delivery of strategic objectives and policies through effective service planning.
- Experience of leading, motivating and managing services with multi-disciplinary teams to achieve significant, sustainable improvements and positive outcomes through internal and external partnerships.
- Significant experience and demonstrable success in leading major organisational and cultural change, with evidence of innovative and transformational thinking.

SKILLS & ABILITIES:

- Proven ability to lead teams, focused on delivering change and improvement across partnerships and organisational boundaries.
- Financial and commercial awareness, with strong analytical skills and an excellent aptitude for developing innovative solutions to complex problems.
- Planning, prioritising, persevering and delivering improvements to achieve objectives within timescales.
- Ability to explore innovative and creative means of delivering improved service outcomes through effective resource utilisation, whilst minimising risk and maintaining a focus on delivering business as usual.
- Ability to operate effectively within the democratic processes, with the political acumen and skills to develop productive working relationships with council members that command respect, trust and confidence. An excellent understanding of local democracy and the processes, practices and culture required delivering strong, healthy local governance.

- Ability to provide visible and supportive leadership, empowering, motivating and developing staff and fostering a positive organisational culture focusing on delivering improved outcomes for service users.
- Ability to initiate, develop and implement effective strategies with clear goals and to make clear, informed, appropriate and timely decisions together with an ability to challenge poor service delivery.
- Effective negotiating and presentational skills.
- Excellent communication skills to relate effectively to employees, service managers, council members, the general public and other stakeholders and command their respect, trust and confidence. Speaks and writes fluently and explains complex issues clearly and simply. Confidently debates issues in an engaging and persuading manner. Proactive in openly and honestly sharing information.

PERSONAL STYLE AND BEHAVIOUR:

- A credible leader with recognisable integrity, able to obtain and maintain the trust of a range of stakeholders including customers, elected members, government ministers, private and public sector partners and local authority peers.
- Motivated, committed and focussed with the drive to define clear goals and inspire people to achieve them.
- Manages relationships with colleagues that recognises the Hounslow vision, delivers a customer-focused approach, and allows staff to develop to their full potential.
- Sets and delivers stretching targets, in line with the Business Plan and priorities. Seeks and takes responsibility for enhancing performance.
- Takes personal responsibility to support change responding to requirements by continually striving to improve processes or activities, consistent with the Council's values.
- Displays commitment to, and takes responsibility for, the direction of personal and organisational development. Proactively seeks to continuously improve through effective performance management and does not accept sub-standard outcomes.

ESSENTIAL QUALIFICATION:

- Able to demonstrate continuing professional development.