



City of Westminster

Director of Economy and Skills

What we value at Westminster

Westminster City Council believes in creating a city where people are born into a supportive and safe environment, grow and learn throughout their lives, build fantastic careers in world-leading industries, have access to high quality, affordable homes and retire into the community with dignity and pride.

We work together to adapt to the changing needs of our communities – resulting in a dynamic atmosphere where ambition, diversity and creativity are celebrated.

Our culture

At Westminster we have a culture of openness, transparency and integrity – where everyone has the opportunity to thrive and develop to be the very best.

The Westminster Way is the council's commitment to our staff and is underpinned by three pillars:

- **Personal development:** Everyone has talent.
We want everyone to thrive at Westminster and so we take the time to nurture talent – coaching and mentoring our people to be the very best.
- **Value our people and diversity:** Everyone is valued.
We embrace our differences, to bring new perspectives to the future challenges of our city.
- **The Westminster Way of working:** Everyone is a leader.
At Westminster we encourage everyone to develop themselves to have a growth mindset and an outward looking approach to provide the best service to our residents, businesses and visitors. We champion modern and agile working and an open and transparent outlook to the way we work.

In order to do the very best for our communities, we believe that our workforce should be representative of the people we work on behalf of, our residents. That's why at Westminster we celebrate and embrace our differences.

We are passionate about creating a workplace where all can thrive, and where every single person has the opportunity to develop, grow and to be valued for their contribution.

<p>Portfolio/responsibilities of this role</p>	<p>As a member of the Council's Senior Leadership Team, work collaboratively with members, services across the Council, partners and stakeholders to deliver the Council's objectives and priorities and take collective responsibility for a range of departmental and cross-cutting initiatives which are required to ensure changes are embedded in a sustainable way throughout the organisation.</p> <p>Model and embed the Council's values and behaviours and inspire and lead the team to help build an ambitious, diverse, inclusive, flexible and agile organisation ready to meet the challenges and opportunities of the future.</p> <p>Represent Westminster's interests at regional and national levels to develop our reputation as a successful Council delivering great value for its residents and effectively articulate the borough's diverse needs and opportunities and communicate and share best practice, actively promoting partnership activity.</p> <p>Specific purpose</p> <ul style="list-style-type: none"> • Provide outstanding leadership and direction to the Council's economy and skills function, taking an outcomes-based approach in a space which will at times be ambiguous, fast paced and challenging and translating this into clear plans for the effective development and delivery of services, programmes and projects falling within the portfolio. • Ensure Westminster's communities are at the heart of the economic agenda, maximising engagement with residents and businesses to ensure programmes are relevant and responsive to communities' needs, ultimately ensuring residents are able to share in the borough's economic success. • Provide an ambitious and evidence-led strategic vision for the future development of the Economy and Skills function, responding to the unique, diverse and changing economic context of the borough, local and national policy and the skills devolution agenda and ensuring that the team's impact is proven and shared widely.. • Lead, motivate and empower the team to build upon global best practice, fostering an innovative and creative culture, informed by insight, best practice, market research and trends so the service is recognised as a leader in the field. • Demonstrate an innovate and entrepreneurial approach to leverage partnerships and maximise funding to further the aims of the function. • Inspire, lead and manage staff within the Economy and Skills directorate; with overall responsibility for their performance, engagement and wellbeing. • Provide strategic assurance that the Council is fulfilling its statutory or regulatory duties, ensuring the services meet any contractual, statutory, funding, compliance targets, corporate and service specific key performance indicators and performance measures, including the responsibility to ensure
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	<p>effective safeguarding of the welfare of learners and vulnerable adults benefitting from Economy and Skills services.</p> <ul style="list-style-type: none"> • Deputise for the Executive Director of Growth, Planning and Housing or other Directors in the Department's Senior Leadership Team as and when required, providing the necessary support and advice. <p>Economy Budget Responsibilities:</p> <p>circa. £56m overall (variable year to year depending on how much external funding is secured)</p> <p>circa. £20m capital</p> <p>circa. £36m revenue of which staffing circa. £5 million</p> <p>Delivery of programme and project budgets within the above, delegated to others</p>
<p>What do we expect this role to achieve?</p>	<p>Take responsibility for the overall strategic direction and delivery of the Council's economy and skills function to ensure growth in the borough's diverse economies, in a way that delivers across the Council's priorities, and to ensure Westminster's residents are able to share in the City's economic success:</p> <ul style="list-style-type: none"> • The provision of a coherent, targeted and tailored programme of support to businesses in the city, working with a range of sectors and organisations at local, regional, national and international level, to support the economic sustainability and growth of the borough at all scales – from local centres to the West End. • Maximise the positive social impact of Westminster's businesses on the City and the City's residents through the businesses' own programmes, their contributions through established mechanisms such as S106/CIL and through their approach to workplace practices, ensuring alignment with the Council's priorities. • Develop a cross cutting programme to ensure that Westminster's residents are able to share in the economic success of the borough through the development of relevant skills and experience. • Ensure the Council's skills and employment programme is targeted and adding value within the context of the wider skills landscape, delivering a broad range of support and skills development to enable residents to participate in work and in society. • Maximise opportunities for partnership funding from internal and external sources to support the Council's economy and skills work programme. • Represent the Council within the business community and other external agencies, and take a

	<p>lead role in coordinating activities with government bodies, other local authorities, Business Improvement Districts, the local community, the private sector and other stakeholders, to realise employment and business opportunities and maximise economic benefits and opportunities.</p> <ul style="list-style-type: none"> As the Council's principal adviser on economic development, provide support and advice to officers and Members on initiatives, policy and strategy which will achieve the Council's objectives and contribute to employment and economic growth. Support and inform the development of national policy in these areas.
Band/Salary range (Please advertise full green zone band)	Band 6
Work style	Agile and flexible working conditions
Your manager & team	Reports to: Executive Director of Growth, Planning and Housing
	Direct Reports: Economy Direct Reports: 5 direct reports with responsibility for a team of approx. 200 (including Westminster Adult Education Service) plus strategic oversight of large, multi-disciplinary programme and project teams including consultants and contractors where required.
Experience	<ul style="list-style-type: none"> Experience, evidenced by a track record of success, leading and developing a significant organisational function or service in a large multi-disciplined organisation with comparable scope, budgets and resources, and within the economic development field. Significant experience of strategy and programme development and delivery involving stakeholders from different sectors or business interests, for example private, public and voluntary sectors. Demonstrable experience of establishing and building partnerships and productive working relationships within a complex policy and service environment with senior colleagues and stakeholders, and a wide range of other bodies, such as partner organisations, private sector, VCS, communities, public agencies and statutory bodies. Evidence of successful resources management in a multi-disciplinary environment, as well as a successful track record in managing large budgets, business planning, quality and performance management. Experience, knowledge and proven ability to improve opportunities for learning, self-development and employment progression amongst communities and create an offer and

	provision that is flexible, agile and responsive to the demands of the labour market and local economy.
Skills	<ul style="list-style-type: none"> • Knowledge of the issues facing local government and those relevant to economy and skills, together with the legal, financial and political context of public sector management and the statutory responsibilities of this post. • Innovative thinker, willing to look beyond local government solutions to challenges. • Proactive and adept at identifying new opportunities and multi-agency/public-private delivery platforms to reach innovative and positive outcomes for the city and its communities. • Economic development and economic impact skills and experience. • Proven ability to manage political and cultural issues and deliver project, programme and change management programmes. • Ability to translate strategic objectives into evidence based operational plans. • Ability to deploy advanced interpersonal skills to inspire, motivate, coach and develop team members to high levels of performance. • Advanced relationship and stakeholder management skills and skilled in written and verbal communication to influence and engage others effectively. • Senior leadership experience and excellent performance, financial and budget management skills with the ability to deliver outcomes through creative and efficient working practices. • Ability to establish, develop and maintain credibility with staff, politicians and key stakeholders. • A strong and proven commitment to equality and diversity, both as a leader and a service deliverer, with an ability to demonstrate personal leadership on the importance of diversity. • Evidence of a growth mindset to further professional, managerial and personal development
	<p>Qualifications</p> <p>Relevant (to the field of economy and skills) professional qualification or relevant equivalent knowledge and experience.</p>
Corporate standards	<ul style="list-style-type: none"> • Resources / Financial management We expect you to manage delegated budgets, funding and resources in line with our processes and our Westminster Way • Values and behaviours Our values and behaviours are at the heart of everything we do. We expect you to work in this Westminster Way empowering,

	<p>engaging and encouraging your teammates to deliver our corporate vision.</p> <ul style="list-style-type: none"> • Compliance We expect you to ensure legal, regulatory and policy compliance in area of your specialism, identifying opportunities and risks and escalate/report where appropriate. • Equality and diversity We value equality and diversity as a city council and we want you to support and promote this in your day-to-day work.
Additional values and behaviours for Managers	<p>People and Service Management</p> <ul style="list-style-type: none"> • Role model the Westminster Way: <ul style="list-style-type: none"> ○ Demonstrate inclusive leadership ○ Take the lead in driving initiatives ○ Be proactive in being forward and outward looking, by regularly investing in own development. • Driving forward performance by empowering staff to take the lead. Setting high standards, encouraging improvement and innovation. Supporting the team to achieve by adopting a coaching style of management • Having regular employee led conversations to develop our people – creating a safe environment for learning, taking time to understand their strengths and motivations, stretching them and coaching them to achieve. • Managing budgets responsibly – planning, monitoring and adapting budgets to respond to changing priorities. • Delivering the Medium Term Plan • Working within the democratic framework - understanding the democratic process and its role in public organisations, anticipating Member needs and responding to their feedback.