

ROLE PROFILE

Job family	Leadership
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Role profile number and grade	LSAD-2593
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Role purpose:

Roles at this level are responsible for the specialist leadership and management of a number of closely connected service areas. Roles at this level are likely to manage a wider range and complexity of services than roles at L3 HoS level but, unlike roles at Director and Corporate Director level, will mainly focus on short and medium term service design, delivery and financial plans with statutory responsibility / powers and long term policy direction sitting at the tier above (usually Corporate Director). They will usually have posts up to L4 grade and technical specialist posts reporting in to them.

This grade may also apply to posts which have oversight and responsibility for the delivery of large programmes of work which are delivering significant transformation (internally or externally) and which have large capital budgets and multiple complex streams of work (usually significant programmes or projects in their own right – led by posts at T1 or T2 grade) reporting into them.

Roles at this level are part of the senior leadership team and will provide strategic and operational advice and recommendations to the Corporate Leadership team, Extended Leadership Team and to elected Members as appropriate in respect of the services and functions within their area of responsibility, to achieve the aims and desired outcomes of the Council.

Roles at this level will usually report to a Corporate Director, but in some cases may report to a Director in CLT where there is a requirement for specialist focus on a connected group of high profile services.

Factor	Relevant Job Information
Indicative qualifications	<p>Degree in a subject relevant to the role or able to demonstrate equivalent knowledge, skills and experience.</p> <p>Relevant professional qualification at a post graduate level</p> <p>Licence / certificate / qualification where required for statutory role</p> <p>Management qualification or equivalent experience</p> <p>Programme management qualification or able to demonstrate equivalent knowledge, skills and experience.</p>
Knowledge, skills and experience	<p>Roles at this level require self sufficiency in an area of specialism gained through significant experience of concepts/principles, exposure to a broad range of complex practices within relevant areas of work. They require an authoritative command of operations within a specific professional or technical function.</p> <p>This includes:</p> <ul style="list-style-type: none"> • Expert functional knowledge and/or providing significant advice with impact across the council; • A broad knowledge and understanding of the range of interconnected services or functions and their wider impact across the council; • Proven extensive senior management experience of managing multiple services or professional functions at a strategic level; • Substantial experience in both strategic and operational management within a large and complex organisation; • Substantial understanding of the council's people strategy to ensure effective workforce development in order to achieve service and council wide objectives; • Experience of working in a political environment and managing political challenges related to the direction and management of a range of connected services or functions; • Substantial understanding of local government and the local, regional and national context; • Substantial understanding and experience of delivering services that impact on the local community and partner organisations, and managing challenges to the direction of these services;

	<ul style="list-style-type: none"> • Ability to deliver and support successful cultural and organisational change programmes with impact across the council; • Effectively handling challenging & complex situations which have wide ranging impact and reputational risk for the Council; • Leadership of high profile innovative projects which have wide ranging impact and reputational risk for the Council; • Significant budget management experience across linked council functions.
<p>Accountability for Budget</p>	<p>Roles at this level have a major impact/effect on the overall results of the organisation and Wiltshire communities, encompassing a substantial portion of the organisations' income, expenditure or resources.</p> <p>The nature of the impact of the role is contributory with significant impact and influence on decisions across the council including impact upon Wiltshire communities and partner organisations.</p> <p>Leads across a range of connected functions or programmes made up of multi-disciplined professionals/specialists, or larger teams (30+) with narrower specialist responsibilities or has responsibility for delivering a cross cutting and transformational programme of work with significant capital budget.</p> <p>Delegated budget lead for own functional areas (£1mplus) and has influence on significant expenditure across council and partner services.</p> <p>Impact on whole council gross budget (spend) circa £872 million.</p> <p>Impact on partner organisations budgets</p> <p>County population is around 470K</p>
<p>Problem solving</p>	<p>Roles at this level require thinking/problem solving across a range of connected services or functions or significant programmes of work where only broad functional guidelines/policies and objectives exist. The postholder will be required to establish standards and procedures across multiple areas, interpreting broad/general policies in relation to complex situations that impact upon the whole council. Lead the implementation of required corporate change across a range of interconnected services or across a broad programme of work, with impact across the council and/or partner organisations. Lead on the development and implementation of strategies across a range of connected functions or major programme of work and make a significant contribution to the development of corporate strategies and business plans. Lead on the design, development and implementation of complex solutions which serve the council's vision, goals and core values, involving the application of significant council resources across the council and/or partner services. Maintain the integrity of a range of connected services or across a significant programme of work and embed a culture of continuous improvement, ensuring increased capacity across the council and partner organisations. Ability to make decisions relating to a range of connected services or functions or significant programmes of work that have high risk and impact upon the whole council without reference to a senior manager.</p>
<p>Nature of contacts</p>	<p>Directly or through nominated senior management team, direct and oversee all activities of a range of connected services or functions or significant programmes of work and more widely across the council, Wiltshire communities and partner organisations.</p> <p>Influence, advise and make recommendations to members, chief executive, corporate directors, directors and heads of service and equivalent levels in external bodies, private sector and partner organisations regarding complex situations that have high risk and reputational impact across the council.</p> <p>Work with other public bodies and other relevant partners/organisations to support Wiltshire's communities, through services and activities that address local concerns and that foster social capital and 'resilient communities'</p> <p>To represent the council and co-ordinate policy and practice on a local, regional and national scale</p> <p>Manage relationships with key stakeholders and delivery partners including consultation on complex political / strategic / commercial issues that have high risk and reputational impact across the council, Wiltshire communities and partners</p> <p>Provide service/functional direction, expertise, advice and support often in response to complex issues across the council, Wiltshire communities and partners including external stakeholders and suppliers etc.</p> <p>Sponsor and lead working groups and project teams, likely to be cross service/council/partners or external at a regional or national level.</p>

	<p>Engage with stakeholders to seek and explore innovative opportunities for collaborative working within and across function, services, Wiltshire communities and/or with partners</p> <p>Establish and lead partnership working with internal / external services / organisations and liaise with national bodies.</p> <p>Managing complex situations which can be contentious and have the potential to cause significant reputational issues for the council.</p>
Additional duties	<p>Postholders are required (subject to the provisions of the Working Time Regulations) to work the hours that are necessary to do the job, including evening and weekend work and attendance at meetings out of office hours. This includes being on standby or call out to respond to emergency situations.</p>
Our Identity	<p>Our Identity sets out who we are and provides a shared understanding of how we are all expected to lead, work and act with each other, our partners and our residents to deliver our services and build stronger communities. They enable us to continually evolve and adapt to meet the changing needs of our residents and ensure that we continue to deliver great services and make a difference to the people of Wiltshire.</p> <p>All of us are expected to demonstrate the ten elements of Our Identity in how we work to shape and create the organisation we want to be part of. It should influence our decisions, activities, projects and ways of working</p>
Health & Safety	<p>To be responsible for managing services in line with the council's health, safety and welfare policies</p>
Equalities	<p>Wiltshire council is committed to ensuring employees do not discriminate against colleagues, suppliers or third parties at work or harass or victimise others. Incidents of discrimination at work are taken seriously and employees are encouraged to report incidents via their manager or anonymously via the whistleblowing policy.</p>
Authority to work in the UK	<p>All employees must have the legal authority to work in the UK. Non-EU nationals must have the relevant approval to work in the UK from the UK Border Agency. Copies of all documents provided as proof of identity are retained for our records, by providing these proofs the council will treat this as consent.</p>

The above profile is intended to describe the general nature and level of work performed by employees in this role and does not detail a list of all duties and responsibilities. The Council reserves the right to amend this role profile as necessary

ROLE DESCRIPTION

Role description:	Director – Economy
Role profile family:	Leadership
Number of posts:	1
Role profile number and grade:	LSAD-2593
Service/Team:	Place
Reports to:	Corporate Director - Place

Job Context
<p>The overall responsibilities of the service/function are:</p> <p>Place directorate:</p> <p>Place services help communities to be stronger and more resilient. By taking an integrated place-based approach our services work together as "One Council" and with external partners to develop the economy, ensuring we protect and enhance the environment and meet our carbon neutral commitment by 2030.</p> <p>We plan for the future in terms of housing, employment space and associated infrastructure and ensure that development is high quality, meeting the needs of our communities now and in the future.</p> <p>Place services support Wiltshire's communities to live healthy and active lives through the provision of leisure, culture and arts services, and the promotion of sustainable and active travel.</p> <p>All staff within Place services work as an integral part of the Place function providing professional input and guidance to the Place Leadership Team, Place Performance and Outcomes Board, Cabinet, Full Council and select committees when required.</p> <p>Economy:</p> <p>The Economy directorate is central to the delivery of the Councils Business Plan. Our goal is to ensure that Wiltshire's economy is competitive, sustainable and resilient with high levels of inward investment, a broad employment base, and a suitable proportion of high value and skilled jobs.</p> <p>The Portfolio for Economy and Regeneration is high profile and sits with the Leader of the Council. The Director of Economy will be expected to brief the leader on a regular basis and take part in meetings with developers and external partners (including the Military), businesses and investors.</p>

The majority of work delivered by the service is funded via national government funding streams and we will continue to work with our partners and business community to maximise funding opportunities that meet our business plan priorities and deliver strategic economic growth across Wiltshire.

We will achieve this by continuing to build on the strong working relationships with government bodies, strategic partners and the business community, developing strategies that deliver against national policies and developing our evidence base and business insight and working creatively with public and private sector to develop strategic sites throughout the County.

In this role you will be a Deputy Chief Officer as defined in the Local Government and Housing Act 1989 and referred to in the Localism Act 2011 and Part 3 of the Council's constitution.

Job Purpose

As a member of the senior leadership team you are expected to:

- Work jointly with the whole senior leadership team and in support of the Corporate Leadership Team to achieve the council's priorities and goals, contributing to the wider strategic long-term development of the Council and the implementation of the Council's business plan.
- Ensure all elements of Our Identity are embedded across your services so that they are focused on making a difference and delivering the best outcomes for our residents.
- Ensure service structures are developed based on customer/resident needs and that services are developed and delivered to meet emerging and revised council priorities and re-defined customer expectations.
- Ensure effective financial and operational management of all services and functions within your areas of responsibility and take joint responsibility as part of the senior leadership team for delivering the whole council budget and savings, taking a corporate and joined up approach alongside robust and reliable service financial management.
- Ensure effective partnership and stakeholder relationships across all services and functions within your areas of responsibility.
- Ensure service planning is shaped by and takes into account the council's key strategic plans and manage service performance through the accountability of your senior management team, allocation of resources, management of risks, and strong, inspirational leadership.
- Ensure a whole council approach is taken to corporate parenting.
- Directing the service response in the event of an emergency
- Support the Council's aim to become a Carbon Neutral organisation by 2030 by maximising opportunities to deliver Net Zero across services.

Specifically the postholder will:

- Provide strategic oversight for Economic Development and Regeneration for the Council, leading on the Economic Strategy for Wiltshire and having shared responsibility for the vision, development and delivery of the Council's Place Shaping Agenda alongside the other Directors within the Place Directorate.
- Provide regular updates and briefings to the Leader of the Council and take part in high profile strategic discussions with external partners and business leaders; including the military, potential developers and investors, and government departments etc., to secure investment and growth.
- Prioritise strategic economic growth of Wiltshire through the delivery of master planned regeneration; creating vibrant market towns; supporting delivery of employment land and developing the rural economy in line with Local Plan aspirations.
- Create opportunities for sustainable business growth; improving infrastructure and digital connectivity, delivering high levels of inward investment, a broad employment base and a suitable proportion of high value and skilled jobs, aligned to the Council's ambitions and objectives, the Business Plan priorities and the Local Plan.
- Lead on future emerging plans that impact Wiltshire's economic profile and oversee changes in the economy driven by government; for example, in future devolution plans or in delivering any cross-border partnership arrangements that attract and maximise opportunities for Levelling Up.
- Provide a programme of business support, acting as accountable body for funding across both Wiltshire and Swindon areas, as a result of changes to LEP funding and functions.
- Represent the Council at national and regional level, and on thematic partnership boards (e.g., DHLUC, Western Gateway, ADEPT, CEDOS etc.) and deputise for the Corporate Director for Place where applicable.
- Work closely with the the Leader of the Council as Portfolio holder for Economy to ensure the business plan priorities are clearly articulated in the Economic Strategy and Place Shaping plans and that the ambitions are in line with Council aspirations.
- Work hand in glove with other parts of the Council to deliver "One Council" objectives e.g., through Planning and in the delivery of outcomes linked to our Strategic Assets.

Service Area Responsibilities:

Economic Development

- Create conditions to support economic growth and vitality in Wiltshire; developing programmes that enable sustainable business growth; securing and maximising grant funding and capital investment in infrastructure across Wiltshire; and, delivering funded

projects with robust governance and compliance (e.g., Levelling Up, UKSPF, FHSF, Wiltshire Towns Programme, Project Gigabit etc.,).

Regeneration

- Work in collaboration with directors to deliver Local Plan objectives providing greater opportunities for inward investment and business expansion within Wiltshire and deliver planned regeneration to Wiltshire’s communities including urban, rural and community regeneration programmes, (e.g., Military Civilian Integration Programme, Chippenham One Plan, Salisbury River Park, etc., and explore potential joint venture opportunities where appropriate). Produce masterplans and work with developers to help unlock challenging sites enabling and securing greater certainty for development.

Business Support

- Develop a broad ranging programme of business support, working with partners and stakeholders (incl, Swindon Borough Council, neighboring authorities and other business support organisations) to build a strong and resilient business network. Develop the existing enterprise network centers (TEN Centers) and incubation network, supporting the skills agenda and promoting specialist sector support; Support Wiltshire’s strategic businesses through the Wiltshire 100 programme.

Tourism

- Establish a Tourism Service for Wiltshire that promotes Wiltshire a Tourism Destination of choice; promoting its heritage assets, with Council branding; working with key stakeholders and tourism providers to increase economic growth within the visitor economy.

Dimensions				
Type of budget	Direct	Indirect	Responsibility	Amount / Cost
Council budget	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Indirect impact	£876m (gross budget)
Revenue budget	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Staffng element £1.871m	£2.635m approx
Grant funding	<input checked="" type="checkbox"/>	<input type="checkbox"/>	e.g FHSF and UKSPF	£2.8m
Capital budgets	<input checked="" type="checkbox"/>	<input type="checkbox"/>		Circ. £12m annually

National performance standards or statutory/legal responsibilities applicable to this role:

- Local Economic Assessments
- Employment Land Review

Person Specification

In addition to those requirements outlined in the role profile above specific **knowledge, skills and experience** required for this role are:

- Graduate, plus Post Graduate level qualification in a related discipline, or equivalent demonstrable knowledge, skills and experience.
- A full member of a relevant professional body
- Evidence of post qualification personal and professional continued development,
- Excellent understanding of the role and requirements of local government or similar complex public sector organisations, with significant experience of working at a senior level within this environment.
- Understanding of political perspectives with proven experience of working with Members and managing in a political environment at a senior level. Demonstrate a national and local political awareness and knowledge.
- A strong understanding of current and future economic development and regeneration issues and the ability to step back and consider the strategic 'bigger picture' including setting the long-term plan and delivering the vision for the way forward.
- Knowledge and experience of developing and implementing Economic Development strategies and programmes
- Successful track record in managing delivery of major regeneration schemes, managing complex programmes including operational performance and financial budgets
- Substantial experience of negotiating contracts within a large organisation
- Substantial experience in building, developing and maintaining positive productive relationships with external organisations and stakeholders.
- Evidence of ability to positively influence and communicate clearly across all media on complex, technical /legal service issues to a wide range of audiences

Supporting information

Driving classification	
<p>Occasional driver A valid UK driving licence is not required. Occasionally may need to travel to different locations in order to undertake the duties of the role.</p>	<input type="checkbox"/>
<p>Regular Driver Must hold a valid UK driving licence and have access to either their own car or a pool car in order to undertake the duties of the role, unless other forms of transport are available and viable to perform the role, including public transport, or unless a reasonable adjustment has been agreed.</p>	<input checked="" type="checkbox"/>
<p>Required Driver Must hold a valid UK driving licence and will drive a vehicle supplied by the Council in order to undertake the duties of the role.</p>	<input type="checkbox"/>
<p>Employees should refer to the Corporate Driving at Work policy for further information.</p>	

Driving trigger points			
<p>The trigger points set out below, regarding driving licence points and at-fault accidents, apply to all staff who drive on council business.</p>			
Trigger Points	Corrective Driver Training Course or further action	Additional corrective training if appropriate or further action	
Points on driving licence	6	9	
Trigger Points	Discussion and advice on expected driving standards	Corrective Driver Training Course or further action	Additional corrective training if appropriate or further action
At fault accidents within a two-year period (whether work or personal)	1	2	3
<p>Job applicants who drive must have 9 or less points on their driving licence, and must have less than 4 at fault accidents within a two-year period. If they meet the trigger points, they will be subject to the actions outlined in the table above.</p>			
<p>If holding a valid licence, occasional drivers will need to declare penalty points and no-fault accidents as requested. Depending on the role, decisions as to whether this might either affect appointment or require corrective driver training, will be made case by case.</p>			

Political restriction	
<p>This role is politically restricted. The job holder is not permitted to undertake political activity involving standing for election as a member of parliament, as a member of the Scottish or Welsh Parliaments, or a local councillor. The job holder is furthermore not permitted to canvass on behalf of a political party or a person who is already, or who seeks to be, a candidate. In addition, they may not speak to the public or publish any written or artistic work that could give the impression they are advocating support for a political party</p>	<input checked="" type="checkbox"/>

This role is not politically restricted	<input type="checkbox"/>
Professional fees and related occupational costs	
As part of this role, or to support professional development, the job holder is required to be a member of a professional body or association. The job holder is responsible for payment of all professional fees, memberships, registrations or subscriptions and no reimbursement or contribution towards these will be provided by the council	<input checked="" type="checkbox"/>
This role does not have any professional or occupational membership requirements	<input type="checkbox"/>
Clearances – Disclosure & Barring Service (DBS)	
This role will be engaged in ‘regulated activity’ providing specific services relating to children or vulnerable adults and is subject to a Disclosure from the Disclosure and Barring Service.	<input type="checkbox"/>
This role is exempt from the Rehabilitation of Offenders Act 1974 and will require an Enhanced DBS check before appointment can be confirmed.	<input type="checkbox"/>
This role is exempt from the Rehabilitation of Offenders Act 1974 and will require a Standard DBS check	<input type="checkbox"/>
The role requires a Basic DBS check to check for convictions and cautions that are considered to be unspent under the terms of the Rehabilitation of Offenders Act 1974.	<input type="checkbox"/>
This role is not subject to a Disclosure from the Disclosure and Barring Service in order to undertake the duties of the role.	<input checked="" type="checkbox"/>
Clearances – Baseline Personnel Security Standard (BPSS)	
This role requires access to the UK government Public Services Network (PSN) and is subject to a BPSS check	<input type="checkbox"/>
This role is not subject to a BPSS check	<input checked="" type="checkbox"/>
Clearances – Non-Police Personnel Vetting (NPPV)	
This role requires working in partnership with the police, and/or having access to Police related systems and is subject to a NPPV check at level 2* . (*regular access to police premises and police information, intelligence and financial or operational assets. Occasional access to those deemed ‘secret’).	<input type="checkbox"/>
This role requires working in partnership with the police, and/or having access to Police related systems and is subject to a NPPV check at level 3* (*regular unsupervised access to police premises and/or access to police information and/or information systems and/or hard copy material either on police premises or by remote access up to “secret” level. A level 3 includes a check on you, your spouse/partner, co-residents, and all family members).	<input type="checkbox"/>
This role is not subject to a NPPV check	<input checked="" type="checkbox"/>
Safeguarding	
For all roles within Children’s Services. Wiltshire Council is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults and all staff are expected to share this commitment. You will be expected to report any concerns relating to the safeguarding of children, young people or vulnerable adults in accordance with agreed	<input type="checkbox"/>

<p>procedures. If your own conduct in relation to the safeguarding of children, young people or vulnerable adults gives cause for concern, the council's agreed child protection/vulnerable adults protection procedures will be followed.</p>	
<p>For all roles within Adult Social Services. Wiltshire Council is committed to safeguarding and promoting the welfare of vulnerable adults and all staff working for the council are expected to share a commitment to this. You will be expected to report any concerns relating to the possible abuse of a vulnerable adult in accordance with the agreed interagency safeguarding adults' procedures. If your own conduct in relation to the safeguarding of vulnerable adults gives cause for concern, the council's agreed interagency safeguarding adults' procedures will be followed, alongside implementation of the council's disciplinary procedure. The job holder is accountable for their safeguarding of vulnerable adult responsibilities to their line manager.</p>	<input type="checkbox"/>
<p>For all other roles within the council. Wiltshire Council is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults and all staff are expected to share this commitment. You will be expected to report any concerns relating to the safeguarding of children, young people or vulnerable adults in accordance with agreed procedures. If your own conduct in relation to the safeguarding of children, young people or vulnerable adults gives cause for concern, the council's agreed child protection/vulnerable adults protection procedures will be followed.</p>	<input checked="" type="checkbox"/>