

## Director of Transformation and Change

### Job Description and Person Specification

<b>Directorate:</b>	Transformation and Change	<b>Responsible to:</b>	Chief Executive
<b>Responsible for:</b>	Transformation Policy and Performance Communications and Visitor Economy Economic Development ICT and Systems HR & OD Commercial Services (Wyre Theatres)	<b>Grade:</b>	Director spot salary £82,000 JNC Chief Officer Terms and Conditions
<b>Location:</b>	Civic Centre - Poulton-le-Fylde		

<b>Job Purpose:</b>
<p>To be a strategic leader and as a member of the Corporate Management Team (CMT) the post holder will provide leadership, direction, and insight to share and develop a professional, innovative and customer focused council.</p> <p>The post holder will lead and manage the service areas within the Directorate and work corporately with the Chief Executive and Elected Members to develop and implement strategies aiming to promote the Council's vision, priorities and values. Translating these into effective plans that attain goals and achievable objectives through strong leadership and effective coaching.</p> <p>The post holder will also lead key programmes of change and transformation, cutting across the organisation.</p> <p>This is a Politically Restricted Post in accordance with the Local Government and Housing Act 1989.</p> <p>The service areas may change within the Directorate in accordance with the council's needs.</p>

## Senior Leadership Responsibilities

Provide strategic and operational leadership to your directorate and service areas actively promoting council values, behaviours and corporate policies.

Ensure tight budgetary control, demonstrating a high standard of probity and the ability to prioritise use of resources and assets to support the delivery of the council's corporate vision.

Help to ensure that the council receives value for money from its expenditure and that services recover their costs wherever possible when fees are chargeable.

Provide inspirational and professional leadership to staff, demonstrating organisational values and behaviours and holding others to account when they do not.

Deputise for the Chief Executive as required.

As a member of the Corporate Management Team you will be visible across the organisation, positively promoting and representing the Council and the borough at all times.

Help to shape and communicate the Council Plan vision and priorities and your services role in delivering against it, supporting your services understanding and engagement in its delivery.

Provide a strong vision and delivery ethos for the directorate and service areas which you are responsible for, bringing innovation, creativity and forward-thinking approaches, whilst ensuring that strategies are well evidenced and evaluated.

Work collaboratively with other members of the senior leadership team to take collective responsibility and drive forward a range of cross-council initiatives which are required to ensure changes are embedded in a sustainable way throughout the organisation.

Champion and support delivery of the Council's transformation programme and digital strategy, delivering against our council priority to be an innovative and customer focused council that is well run and forward thinking.

Attend meetings of the Cabinet, Council, Overview and Scrutiny Committees and other corporate committees and working groups, providing reports and briefings as required.

Foster positive and effective working relationships with internal and external partners to ensure the Council's priorities and objectives are met.

## Key Tasks & Responsibilities:

Be the senior responsible owner for transformation and change programmes across the council, ensuring that work is coordinate and well managed.

Lead the development of the Council Plan and performance management framework for the Council.

Lead the development and implementation of Organisational Development, HR, Communications, ICT and Digital and Economic Development and Tourism strategies for the councils.

To provide strong, commercial leadership to the Economic Development team and to the Council, shaping the direction and vision for viable growth.

Manage and enable the effective delivery of the Economy Strategy, Delivery Plans, Masterplans and Town Centre Frameworks.

Provide leadership and oversight on the development and implementation of an ambitious ICT, digital and data strategy that enables the Council to deliver responsive, innovative, forward thinking and effective services in line with our priorities.

To be responsible for internal and external communications and the reputation of the Council.

To lead the Council's strategic thinking on workforce issues developing effective ways of implementing modern people management strategies and in organisational improvement ensuring services are supported and enabled to deliver well for our residents, communities, businesses and visitors.

Represent the Council and Senior Leadership Team at Civic events as required.

### **Corporate Responsibilities:**

The post holder will be expected:-

- To participate in the Council's Emergency Planning arrangements and provide senior management cover out of hours as required.
- To adopt a flexible approach to changing patterns of work and undertake such other duties as are consistent with the job purpose and grade of post.
- Ensure that all activities within the service comply with the Council's Constitution, Standing Orders, financial regulations, health and safety and safeguarding responsibilities and that effective systems operate within the service to manage performance and risk.
- To uphold and promote the aims of the council's equality and diversity policies to ensure non-discriminatory practices in all aspects of work, and that diversity is embedded in everything, from workforce planning and policy development to service delivery.
- To provide quality services that are what our customers want and need, giving customers the opportunity to comment or complain if they need to, working with them to identify what needs to be done to meet their needs and informing managers about what customers say in relation to the services delivered.
- To participate in and deliver staff development activities as required, promoting an environment of continuous learning and development.

- To work with the Data Protection Officer to ensure compliance with the Data Protection Act and GDPR.
- To take on responsibilities and projects that may be outside of your normal work area.

**Senior Management/Leader Competencies  
Supporting Wyre Council Values  
(All competencies listed are essential to the post)**

Conveys a clear vision led by being innovative, ambitious and proactive and challenges and supports others to implement new ways of working.

Collaborates across boundaries to build effective partnerships both internally and externally.

Proactively shares knowledge and information and creates a supportive environment that promotes empathy, respect, honesty and integrity.

Monitors progress, anticipates problems and adapts plans to effectively manage change.

Deals with conflict and resistance positively and takes ownership of problems to ensure satisfactory conclusions.

Sets high standards and keeps self and others focused on outcomes.

Actively looks for new ways to generate growth, income and maximise commercial potential.

Is creative, innovative and enterprising when seeking solutions to business needs.

Demonstrates openness, approachability, authenticity, and be able to build trust with others.

<b>QUALIFICATIONS</b>	<b>ESSENTIAL/ DESIRABLE</b>	<b>METHOD OF ASSESSMENT (Application/Interview)</b>
Degree and/or management qualification (or equivalent through work related experience)	<b>Essential</b>	Application
Evidence of continuous professional development	<b>Essential</b>	Application/Interview

<b>SKILLS/KNOWLEDGE/ABILITIES</b>	<b>ESSENTIAL/ DESIRABLE</b>	<b>METHOD OF ASSESSMENT</b>
Extensive knowledge and understanding of local government, its current issues and their implications	<b>Desirable</b>	Application/Interview

Knowledge and understanding of the relationship between corporate priorities and the delivery of the service.	<b>Essential</b>	Application/Interview
Knowledge and understanding of the national policy context, strategic challenges and operational complexities of services provided by the section.	<b>Essential</b>	Application/Interview
Strong leadership skills with the ability to motivate others through difficult times and periods of significant change.	<b>Essential</b>	Application/Interview
Strong communication, negotiation and advocacy skills, both verbal and written.	<b>Essential</b>	Application/Interview
Ability to work effectively as part of a team to achieve results, building robust relationships both internally and externally.	<b>Essential</b>	Application/Interview
Experience of managing large budgets and evidence of sound financial management skills.	<b>Essential</b>	Application/Interview
Strong organisational and political acumen, with the ability to work with and advise elected Members to build consensus and shape services.	<b>Essential</b>	Application/Interview
Ability to develop practical, creative and long-term solutions to service and corporate problems.	<b>Essential</b>	Application/Interview
<b>EXPERIENCE</b>	<b>ESSENTIAL / DESIRABLE</b>	<b>METHOD OF ASSESSMENT</b>
Significant experience of leading relevant teams and functions at a senior management level with demonstrable success at a comparable level of scale and complexity.	<b>Essential</b>	Application/Interview
Experience of creating long lasting relationships and being able to work across departmental and organisational boundaries to collaborate with and influence key stakeholders.	<b>Essential</b>	Application/Interview
Evidence of improving performance delivering positive outcomes and establishing and maintaining a strong performance culture.	<b>Essential</b>	Application/Interview

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ADDITIONAL REQUIREMENTS	ESSENTIAL /DESIRABLE	METHOD OF ASSESSMENT
Demonstrate commitment to equal opportunities together with a clear appreciation of equalities issues.	<b>Essential</b>	Application/Interview

**Prepared by: Rebecca Huddleston** **Date: January 2024**

**Post Holder Signature:** **Date:**