

Job Title: Executive Director, Place, Prosperity and Sustainability

Reports to: Managing Director

Grade: B03

Job Context:

Are you ready to make a meaningful impact on one of the most critical periods of Birmingham City Council's future? In a city facing unprecedented financial challenges, Birmingham City Council is seeking dynamic individuals who demonstrate the expertise, determination, and unwavering resilience required to ensure the delivery of vital services to our citizens.

Our city, like many others, is grappling with complex economic realities. We recognise the daunting hurdles ahead, but we also firmly believe in the potential for transformation and progress. The economic pressures underscore the urgency of our mission – to safeguard and enhance the wellbeing of our residents.

The city council needs to remain agile and transformational to meet the needs of its citizens, local communities and government imperatives. For one of the largest local authorities in Europe, employing some 10,000 people, change is the norm and service delivery is critical.

Our Leadership and Organisational guiding principles:

We are helpful

- **Collaborate across teams:** Build trusted partnerships, working collaboratively with others to meet shared objectives
- **Value Diversity:** Recognises the value that different perspectives and experiences bring to an organisation
- **Resilient:** Rebounds from setbacks and adversity when facing difficult situations.

We are Open Minded

- **Enable others:** Build strong-identity teams that apply their diverse skills and perspectives to achieve common goals.
- **Create opportunities:** Developing people to meet both their career goals and the organisational goals.
- **Adaptable:** Adapts approach and demeanour in real time to match the shifting demands of different situations; even when the way forward is not clear.

We Drive Positive Outcomes

- **Create a vision:** Paint a compelling picture of the vision and strategy that motivates others to action.
- **Focused on results:** Consistently achieve positive outcomes, even under tough circumstances.
- **Personally accountable:** Holding yourself and others accountable to meet commitment

Job Purpose:

The Executive Director, Place, Prosperity and Sustainability is a key role that sets the direction, within the context of growth and development in Birmingham, contributing to the delivery of the future of the UK's second city to realise the vision of making it one of the most liveable cities in Europe. This role provides strategic analysis and advice for economic development regarding best options and methods to deliver relevant aspects with a firm focus on achieving continually improving outcomes for the city of Birmingham.

The role leads, directs and shapes the delivery of the Council's growth and community related priorities ensuring they reflect the Council's wider priorities, changing customer needs, as well as ensure the Council's growth and community related priorities are understood, embedded, funded and integrated into business planning across Birmingham City Council and with local and national partners.

The Executive Director, Place, Prosperity and Sustainability establishes the main dialogue with external development partners and stakeholders, working with them to maximise the benefit of investment and development retained within the city.

Strategic Responsibilities

1. Setting clear measurable priorities to create success in Birmingham – to achieve the city's agenda to become one of Europe's most liveable cities, defining and orchestrating a portfolio of activities to enhance the whole city so it is resilient, sustainable, inclusive, equitable, economically productive, and supportive of good health and wellbeing.
2. Lead the development and achievement of a range of growth and community related strategies such as Growth and Infrastructure, Regeneration Strategy, Cultural strategy etc., ensuring full and active engagement with members, communities, businesses and partners as appropriate. The strategies should also reflect BCCs wider strategic priorities.
3. Represent the Council within the business community and other external agencies, linking with Local Enterprise Partnerships, Chambers of Commerce and other business support agencies and Higher and Further Education in order to realise skills, employment and investment opportunities and maximise growth opportunities.
4. Evidence and articulate Birmingham's priorities to central government, Homes England, Arts Council England, Sport England, and other bodies ensuring that Birmingham's priorities are accepted, understood and included in forward plans, and that funding opportunities are exploited and secured as far as is possible.
5. Determining commissioning and implementation approaches to ensure a relentless focus on delivering the council's strategic agenda and optimising financial, economic, social and environmental returns on investment.
6. Developing data-driven insight to inform decision-making regarding development and growth in the city
7. Leading the Council's approach to economic development, ensuring the economic foundations for improved lives in Birmingham – connecting all working age adults to the growth prospects of the city so that their life chances improve.
8. Leading the Council's response to the climate emergency by reducing the city's carbon emissions. This will be achieved through collaborative plans with support from businesses, partners and others to limit the climate crisis and become net zero carbon on agreed timescales.
9. Working with partners and other organisations to develop, promote and deliver plans to enhance Birmingham's position as a Digital City, harnessing the power of technology and data to drive forward effective digital change and ensuring that the city is connected, inclusive, innovative and pioneering.

10. Overseeing the development and delivery of a regeneration strategy that creates a step change in the pace and scale of housing development in the city that meets people's needs, including both social and other forms of affordable housing.
11. Overseeing the development of the Council's sales of real estate assets, ensuring that they generate a fair financial return and contribute to the pipeline of developable assets.
12. To provide high-quality advice and insight, actively brief and challenge, where appropriate, to the Leader and cabinet members the most effective strategies and models for delivering relevant priorities and responding to emerging needs.

Service Accountabilities

1. To exploit the Council's commercial acumen using its assets, knowledge and capabilities to ensure financial sustainability through the generation of revenue, reduction in costs and newfound, cost-effective solutions to delivering the corporate aims and objectives.
2. To work holistically with the Council's Leadership Board to facilitate the successful delivery of and external economic growth and transformation programmes.
3. To oversee the management and delivery of external funding bids in connection with the area of responsibility.
4. To input to, and implement the Council's budget strategy, identifying and proposing methods and means of generating resources to match and augment external grants and funding.
5. To direct the effective management of services to provide an optimum level of service provision in accordance with national priorities, the Council's policies, the Council's priorities and strategic vision, budget allocation and statutory requirements.
6. To ensure completion of, or direct the production of, reports on strategy, operational activity and performance for the Leadership Board and appropriate Scrutiny Panels.
7. To ensure that functions are delivered in a manner compliant with corporate (and legal) health and safety policies and procedures.
8. To take a lead role in the formation and ongoing development of strategic partnerships and relationships with private sector organisations, Government and other stakeholders to place Birmingham's economic development at the forefront for the city.
9. Ensure that the Council has an up-to-date asset management strategy and plan that ensures we maintain assets that provide fair value for money. Invest in new assets which contribute to the economy as well as providing a commercial return to the authority. Dispose of assets that do not provide value for money to contribute funds to the priorities set out in the capital programme.
10. To successfully lead on strategic planning and development for the city, ensuring a visionary and compliant framework which actively shapes and influences the delivery of local infrastructure to support and sustain housing and economic growth.
11. Provide strategic leadership to the major planning function, exploiting commercial opportunities and an ambitious programme of works.
12. To be the strategic lead on all Planning Policy matters and provide timely, comprehensive support and advice to the directorate and wider Council.

13. To operate within the parameters of, and comply with, the multifaceted legislative framework and financial regulations in the delivery of this role. To develop business plans, strategies, policies and procedures to deliver appropriate quality services in accordance with the priorities, aims and ambitions of the Council defined by the Corporate Plan.
14. Expedite and expand the delivery of top quality, affordable housing for the people of Birmingham.
15. Promote the city in compelling ways to attract visitors, investors and businesses.
16. Champion sustainability and ensure that regeneration plans, and the maintenance of the physical environment support the development of a carbon neutral city and the move towards a circular economy.
17. Input into the development of employment and skills strategies that reduce unemployment and maximise the potential for residents to participate in, and contribute to, the benefits of economic growth in the city.
18. Lead strategic, Council wide programmes and projects ensuring they are managed and controlled effectively and deliver their intended outcomes.
19. Ensure that the Directorate learns from its experiences, running regular debriefs both internally and with external bodies, and actively seeking lessons that can be used to improve future performance

Statutory requirements

This is a politically restricted post in accordance with Section 2(1) (b) of the Local Government and Housing Act 1989.

These duties are neither exclusive nor exhaustive and you may be expected to undertake duties and responsibilities, as directed by the Managing Director

Person Specification

Job Title: Executive Director, Place, Prosperity and Sustainability

Evidenced by: **A:** application form **B:** test **C:** interview

Education, Training & Qualifications	A	B	C
Degree level or equivalent education	✓		
Hold a recognised professional qualification	✓		
Evidence of continuing professional development	✓		
Experience			
Substantial executive level management experience in a large organisation	✓		✓
Significant experience of developing and delivering effective local economic development and financing plans, property and asset management strategies, urban environmental transitions across a diverse portfolio within a commercial setting.	✓		✓
Significant experience of strategic contract management of operational services to deliver excellence.	✓		✓
Experience of delivering transformational change in service outcomes	✓		✓
Experience of creating and leading effective partner relationships	✓		✓
Experience of delivering successful customer focused outcomes-based services.	✓		✓
Relationships			
Ability to develop effective partnerships and facilitate productive inter-agency working throughout the public and private realms	✓		✓
Equalities & Diversity			
Commitment and understanding of equality, diversity and inclusion. Ensuring they are at the heart of service delivery and people management.	✓		✓
Skills & Knowledge			
An excellent command of business development and the commercial environment.	✓	✓	✓
A strong ability to operate effectively in a political environment	✓		✓

Education, Training & Qualifications	A	B	C
Creative, innovative, and lateral thinker with continuous improvement and well-developed strategic leadership skills	✓		✓
Communication			
Ability to communicate effectively and persuasively with residents, Members, officers in all roles and partners to positively represent the Council.	✓	✓	✓
Ability to demonstrate personal credibility with Members, staff, local communities, external partners and other stakeholders.	✓		✓
Management, e.g. People, Finance & Skills			
Successful track record in the management of large staff groups and motivating them to achieve new ways of working.	✓		✓
Effective leadership skills to energise, engage, motivate, empower and manage staff to deliver against corporate, service and individual objectives.	✓	✓	✓
A good understanding of finance and funding within public and private sectors and the ability to analyse and draw correct conclusions from data to develop, understand and effectively communicate business and finance plans.	✓		✓
Data Protection & Information Governance			
Full understanding of data protection, GDPR and the ability to set strategic expectations.	✓		✓