

Job Description

JOB TITLE	Executive Director of Place
GRADE	E1
REPORTING TO	Chief Executive
JD REF	LEAD0029

PURPOSE

Provide strategic leadership of the Council's Neighbourhoods and Regeneration and Place directorates, ensuring we deliver on our corporate priorities for our residents. Moreover, drive service efficiencies and resident focused outcomes ensuring the Council achieves its corporate priorities in line with the Wirral Plan and best value for money.

MAIN DUTIES AND RESPONSIBILITIES

Behavioural:

- Enjoy, achieve, create impact, and thrive in the role and organisation.
- Live our values and leadership behaviours in the role and organisation

Service Provision:

- Lead the Place based services within the Council covering:
 - Planning and Building Control
 - Housing
 - Regeneration and Major Projects
 - Place Making and Economic Growth
 - Asset Management
 - Transport
- Highways and Infrastructure



- Road Safety
- Transport
- Neighborhood Safety
- Climate Change
- Customer Service and Engagement
- Leisure and Libraries
- Major Events
- Parks and Environment

Decision Making:

- Provide strategic leadership for the delivery of critical place-based services, overseeing large multi-disciplinary and multi-functional departments delivering high quality front-line services that have a direct and immediate impact on the health and welfare of our residents.
- Transforming and fully integrating service delivery across place and neighbourhood services, in order to maximise efficiency and service quality for our residents.
- Ensure that the Directorate and its partner commissioned services have clear strategic direction with coherence between functions and responsibilities, established through service and organisational plans and within the resources allocated with the aim of achieving business objectives, enabling transformation and delivering performance improvements.

Performance Management:

- Lead, and champion the design, development and implementation of a Council change programmes ensuring efficiencies required are delivered.
- As a member of the Council's Senior Leadership Team, support the development and delivery of the Councils Corporate Strategy and associated plans, providing high level professional advice to SLT colleagues and working alongside them to ensure the development and delivery of crosscutting themes across the Council.
- Establishing a strong performance culture including effective performance measures, evaluation of service quality and the improvement of service delivery to achieve the Council's objectives.

Partnership and Stakeholder:

- Ability to work collaboratively, influence and negotiate with a variety of internal and external stakeholders such as developers, partners, business groups and other sector leads.
- Provide timely strategic and operational business partnering to the Chief Executive, Executive Management Team, elected members and the wider organisation.



Budget and Resource Management:

- Strong financial acumen with experience managing large budgets and achieving efficiencies.
- Monitor, measure and report on the progress of major programmes of change to provide assurance on the realisation of benefits, the continued value of change programmes and any necessary changes in direction as a result.
- Provide a framework and process for sustainable service improvement with a clear focus on achieving outcomes for residents particularly in line with our regeneration agenda.

Leadership and Management:

- Provide leadership for the directorate, its employees, service users and partners.
- Assign responsibilities, setting clear expectations, and deliverables to team members and empower them to excel in their roles.
- As a member of the Senior Leadership team, work with the Chief Executive and other directors to lead the organisation and make strategic decisions on the most effective use of the Council's agreed budget, resources and policies and enhance the reputation of Wirral as a place leader.

Compliance:

- Keep abreast of legislative changes and regulatory requirements, ensuring that all directorate services and initiatives comply with legal standards, policies and practices including Health & Safety, General Data Protection Regulations (GDPR), Corporate Governance and Code of Conduct.
- As a Chief Officer of the Council, meet all legal responsibilities in relation to the health and safety obligations set out in the Council's health and safety policy.
- As a Chief Officer of the Council, actively promote and role model the Council's targets and aspirations, in relation to climate change and reducing carbon emissions.

Other

- Undertake other reasonable duties commensurate with the job role.

ROLE SPECIFIC KNOWLEDGE, EXPERIENCE AND SKILLS

Qualifications

- Educated to degree level.
- Relevant professional qualification
- Commitment to continuous professional development.

Knowledge and Skills

- A sophisticated communicator, able to effectively engage diverse audiences through written and oral communication.
- In-depth understanding of local government functions, statutory responsibilities, and current political and policy landscape.
- Awareness of equality, diversity, and inclusion principles and legislation.
- Proven track record of strategically aligning financial resources with people resources, ICT and other assets to achieve desired strategic outcomes.
- Successful development of strategic solutions and outcomes to meet statutory requirements, regulations, improved service standards and in response to existing and emerging priorities.
- Strategic and analytical thinking skills to provide creative and fit for purpose solutions to problems within the area of responsibility.
- Ability to work collaboratively, as part of the senior leadership group, and take shared responsibility for organisational performance.
- Proactively manage and communicate strategic risks, issues and opportunities associated with organisational change programmes, working with Elected Members, senior leaders and other stakeholders to take corrective action or to change course as necessary.

Experience

- Extensive experience at senior leadership level within a local authority, government department or agency or similar high-profile organisation with comparable scope, responsibilities, budget and resources.
- Delivering complex projects that have a high degree of external facing challenge and ensuring delivery on time and within budget and outcomes.
- Substantial record of senior leadership achievement and experience at least some of the areas of regeneration, community, economy, environmental services, and highways and transportation.
- Experience of developing strategies and translating them into effective outcome changes for place and communities.



- Broad knowledge of public sector services, the macro social and economic context within which local authorities work and the implications of this for delivery of County Council's aims.
- Experience of working effectively and impartially with elected members and in supporting the democratic decision-making process.
- A broad knowledge of public sector service delivery, both directly and through commissioning.
- A successful track record of forging and maintaining effective working partnerships with communities, partners and businesses to ensure the development, design and delivery of services that reflects their needs.
- Able to communicate a compelling vision to key stakeholders internally and externally to achieve operational outcomes.

ADDITIONAL INFORMATION

- Ability to travel across the Borough, regionally and work from various locations.
- Work hybrid, with a flexible working approach to accommodate service needs.
- Able to work outside traditional hours, of a weekend and evening as required, in response to service requirements.
- All Senior Leaders are required to participate in the Council's Senior Duty Officer rota or additional senior rotas on a limited number of occasions each year.
- This post is politically restricted.

DATE OF APPROVAL: February 2026

APPROVED BY: MATT BENNETT (CHIEF EXECUTIVE)

