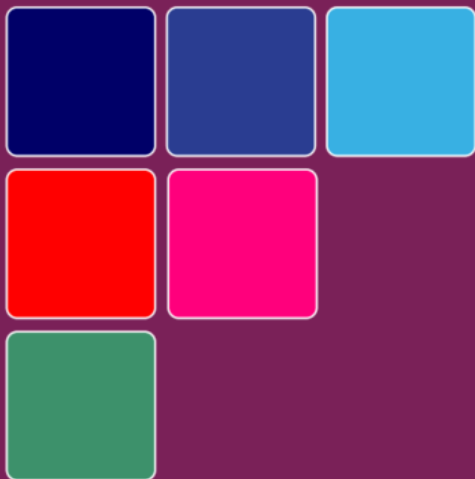


# Associate Director - Financial Management



## DMBC Operating Model 2024 - Vision:

A community-focused, financially resilient, collaborative, and sustainable council delivering the services required to support and meet the essential needs of residents, businesses, and the local economy.

*Case for Change July 2024*

## Our Values:

Our values describe what we stand for and how we operate, and we expect our values to be lived and role-modelled throughout our organisation.



...we will be one council, building an effective and dynamic organisation

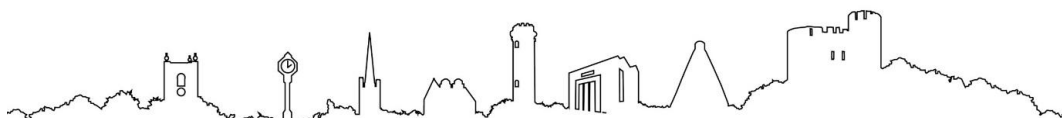
(to be updated 2025)

## Our Associate Directors:

Play a pivotal role in Dudley Council's comprehensive recovery and transformation programme bringing distinct professional skills, drive and leadership that supports our business, our workforce, and our residents.

Take collective accountability for the achievement of corporate priorities and outcomes within agreed resource and time frames, the directors contribute to leading the organisation, provide strategic oversight and are accountable delivery across a range of functions

Support Directors to deliver for Dudley modelling a responsive, resident focused approach and will ensure collaboration to operate as 'one council'.



**Job title:** Associate Director - Financial Management  
**Grade/Salary:** £108,015 - £118,000  
**Reports to:** Director of Finance (s151)  
**Post Number:** CE465

### **Statutory responsibilities:**

Deputy Section 151 Officer (the Local Government Act 1972)

#### **Role Purpose:**

1. Responsible for any statutory functions within remit.
2. Part of the Council's Top Leaders Group, support organisational transformation, maximising use of technology/automation and cultivate a high-performance culture focused on continuous improvement, efficiency, and improved customer experience and choice.
3. Support the delivery of the Council Improvement Programme, implementation of the new operating model, and ensure all transformation workstreams have clear deliverables to modernise service delivery.
4. Ensure evidence-based decision-making, robust financial management, and model effective leadership behaviours and accountabilities underpinned by adherence to the Nolan Principles, while articulating a compelling vision for change.
5. Lead the financial management functions, teams and their associated resources.

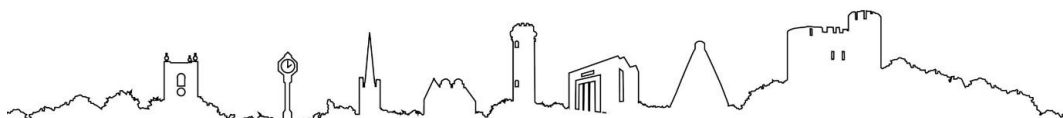
This senior leadership role supports the interim S151 Officer in ensuring strong financial stewardship and leading the modernisation of Dudley's Finance function. The postholder will balance day-to-day operational leadership with a strategic, organisation-wide role, directing Finance Business Partners to deliver high-quality outputs and clear priorities.

They will build effective relationships with senior managers, elected members and budget holders, offering trusted advice and visible financial leadership. The role also leads on key financial strategies and drives the Finance Improvement Plan.

The postholder will ensure high-performing, customer-focused services and strong stakeholder engagement. The role is central to navigating financial pressures, supporting recovery and sustainability plans, and reshaping teams and processes to create a more modern, efficient and self-sufficient council.

#### **Key responsibilities:**

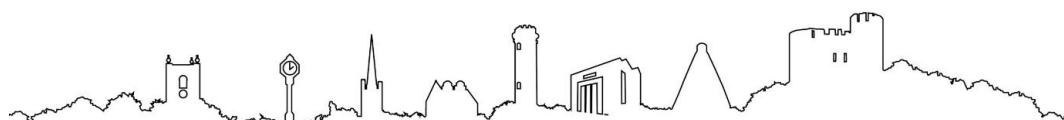
1. Supporting the Director in the management of the relevant subset functions within the service area, providing tactical and operational guidance and expertise to meet objectives.
2. Contribute to delivery of the council's delivery plans through establishing relevant functional strategies and budgets and translating corporate objectives into effective operational plans.
3. Take collective responsibility for the development and delivery of transformation through the Council's new operating model and of the workforce to embrace new ways of working.
4. Provide visible leadership and management fostering a collaborative and inclusive culture to achieve efficient, effective and coordinated operational delivery ensuring functions are responsive, customer focused, inclusive and equitable, fostering a collaborative and inclusive culture embedding the Council's values and behaviours.



5. Accountability and management of: -

Leadership and operational oversight ensuring efficiency, accessibility, and regulatory compliance	Effective income collection across the General Fund, maximising revenue, improving collection rates, and reducing bad debt
Delivery of financial management services that support the Council in achieving sustainable budgets and financial resilience	High-quality operational financial advice to service managers across the organisation to support effective budget management and informed decision-making
Budgetary control, financial planning, and performance optimisation, ensuring transparency of costs and alignment with corporate objectives	Proper management, reporting, and stewardship of the Council's financial affairs, maintaining accountability and public trust.
Design and implementation of a new financial operating model in line with the Council's corporate transformation programme and maximising the use of technology, innovation and fully embedding the principles of business partnering across all areas.	Championing a culture of value for money, efficiency, and transparency across all financial and income-related functions.
Work in close collaboration with the Corporate Procurement, Commissioning, and Contract Management teams to ensure effective outcomes across all purchasing, procurement, commissioning and contract management activities, aligning provision with needs, robust specifications, achieving best value, and demonstrating measurable impact	Contribute to the Council's corporate transformation programme, aligning with the organisation's new operating model and long-term objectives.

6. Fulfil the statutory role of the deputy Section 151 Officer, ensuring proper administration of the council's financial affairs in compliance with legal and professional standards. Attend and provide professional advice to Cabinet, Council, committees and corporate boards, as required.
7. Support the Group Directors and Directors to: -
  - Craft and deliver creative and innovative solutions to improve long term performance, effectiveness and efficiency, ensuring all Council functions are supported to meet the highest standards of governance and delivery.
  - Develop and nurture strategic partnerships and relationships with private sector organisations, regional bodies, public & voluntary sector, government and other stakeholders
  - Provide advice and insight to senior leaders and Members and other key decision makers as and when required, providing tactical guidance to meet Council objectives.
8. Support transformation through increased use of technology and innovation, focusing on integration, business process redesign, self-service, and modernisation to reduce costs and enhance customer experiences. Implement and continuously improve the new operating model to deliver high-quality, efficient services with effective governance and team collaboration.
9. Manage designated budgets, ensuring performance management systems are in place to optimise resources and income.
10. Ensure the Council meets all statutory and regulatory financial requirements—accurately, in full, and on time—meeting every deadline without exception.
11. Set and uphold exemplary standards of financial governance and probity, ensuring rigorous compliance with legislation and CIPFA/industry standards at all times.
12. Provide visible leadership to Finance teams through significant organisational change and ensuring the business need is at the forefront of all work.
13. Drive the shift to business partnering and strategic financial support, maximising technology and automation.
14. Lead medium-term financial planning aligned to the Council's priorities and transformation programme.
15. Support financial recovery, sustainability and savings programmes, with a focus on transformation-led efficiencies.



16. Provide clear, timely and robust financial advice to members and senior officers to support effective decision-making.
17. Oversee accurate, high-quality financial information that underpins confident, evidence-based decisions.
18. Restructure and develop teams to ensure they are skilled, resourced and future-ready.
19. Maximise the benefits of Unit4 and NEC systems, driving system improvements, automation and integration.
20. Improve data quality, efficiency and workflow by reducing manual processes and duplication.
21. Oversee operational finance (budgeting, reporting, capital, treasury, technical accounting and business partnering).
22. Ensure strong budgetary control, financial risk management and accountability from budget holders.
23. Strengthen financial capability through challenge, coaching, training and development.
24. Provide inclusive, inspiring leadership and foster a positive, high-performance culture.
25. Work collaboratively with internal teams, auditors, regulators and partners, representing the Council externally.
26. Ensure compliance with legal and regulatory standards and promote transparency and ethical standards.
27. Participate in corporate resilience, emergency planning, and business continuity. Build effective relationships and partnerships with stakeholders.
28. Develop clear business plans to support the Council Plan, with governance, performance monitoring, and innovation.
29. Ensure adherence to health and safety policies and legal obligations under the Health and Safety at Work Act 1974 (or relevant local legislation) including Monitoring compliance with legislation, internal policies, and industry standards.

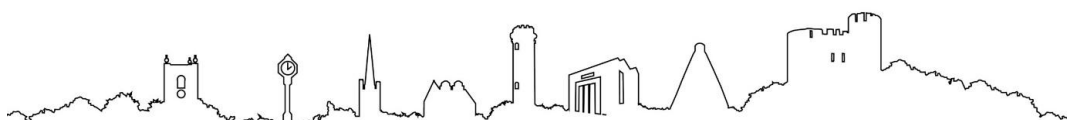
### Special conditions:

This post is politically restricted.

This post may be subject to the DBS checking process.

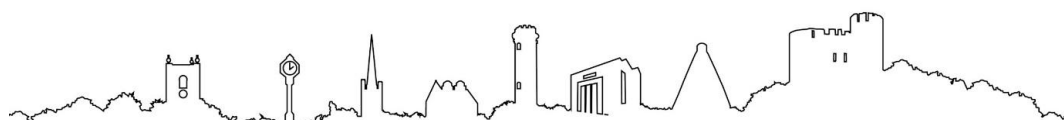
Driving Licence will be subject to checking with the DVLA. It is a council requirement to have business use car insurance and a valid MOT certificate (for cars over 3 years old).

Prepared by                      Balvinder Heran  
Date                                      22<sup>nd</sup> June 2026



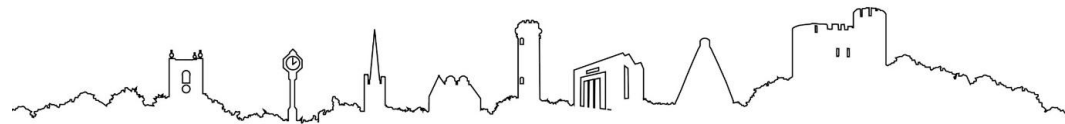
## Person specification - Essential criteria:

<b>Qualifications and experience</b>	
1.	Degree level, equivalent education and/or strong evidence of working practice in the appropriate fields and level of role.
2.	Recognised professional qualification (CCAB and/or CIMA)
3.	Evidence of continuing professional development
4.	Proven experience in the development and delivery of medium-term financial planning in large organisations
5.	Proven experience at a senior level gained in a large, complex, multidisciplinary organisation of strategic leadership achievement and experience consistently developing strategies and translating them into effective operational delivery plans
6.	Proven management experience at a senior level in a local authority or other large organisation with experience of successfully delivering finance service and functions with measurable outcomes
7.	Strong knowledge of financial regulations, benefits administration policies and best practises in debt management
8.	Record of achievement in identifying and effectively managing the risk inherent in the delivery of operational services
9.	Demonstrable experience of ensuring high levels of probity, transparency and governance/standards in public life
10.	Proven success in leadership and management of a range of services with multi-disciplinary teams to achieve high performing and significant, sustainable improvements and outstanding results
11.	Experience of service redesign and defining service standards
12.	Proven track record of delivery customer focused services in a complex environment
<b>Skills and abilities</b>	
13.	Proven commitment to public service and the ability to champion equality diversity and inclusion and embed these as core standards
14.	Successful track record in the management of large staff groups and motivating them to achieve change in new ways of working
15.	Proven ability to lead by example, act with integrity in alignment with the Council's professional standards, values, and behaviours, consistently modelling these attributes



16.	Politically astute, acting in line with the Nolan principles in public life
17.	Proven ability to communicate and work effectively in partnership with a wide range of internal and external bodies
18.	Proven ability to exhibit skills, tact, diplomacy, persuasion, negotiation, advocacy, and assertiveness and to adapt personal style as required
19.	Excellent relationship management skills, capable of working effectively with a wide range of audiences and displaying a high level of political awareness.
20.	Visible, approachable and accountable for self and others, seeing errors as opportunities for learning.
21.	Driven and self-motivated with a clear sense of purpose
22.	Capable of anticipating and influencing changes to meet service needs, demonstrating both resilience and tenacity under pressure.
23.	Flexible, responsive and resilient to changing demands and priorities
24.	Aware of own strengths and areas needing improvement, with a commitment to addressing these areas





**Working as One Council in**  
the historic capital of the Black Country

