

Job Description

JOB TITLE	DIRECTOR OF REGENERATION, ECONOMIC GROWTH & PLANNING
GRADE	D2
REPORTING TO	CHIEF EXECUTIVE
JD REF	LEAD0064

PURPOSE

To provide strategic, corporate and operational leadership for delivering the Council's regeneration and growth priorities, one of the Council's most ambitious and complex portfolios. To lead the Council's planning, regeneration and economic growth agenda delivering sustainable economic growth, housing development, town centre renewal and transformational investment across the borough.

Leading the development and implementation of the Council's regeneration, planning, economic growth and place-shaping strategies, ensuring that Wirral maximises its economic potential, attracts inward investment and secures high-quality development that improves outcomes for residents, businesses and communities. Driving major regeneration programmes, establishing effective partnerships with public and private sector stakeholders, being financially responsible and ensuring that planning services support the Council's ambitions for inclusive growth, environmental sustainability and thriving communities.

This is a high-profile leadership role requiring a proven track record of strategic oversight and delivery of complex regeneration, economic growth, planning and development programmes within a politically sensitive environment. The postholder will be expected to combine professional planning expertise with strong commercial awareness, community insight, partnership skills and the ability to deliver at pace.

Working to strict deadlines for elected Members, committees, scrutiny bodies and external funders, providing clear, balanced and evidence-based advice. The role will be central to delivering the Council Plan, Local Plan, regeneration framework, housing growth ambitions, town centre renewal, inclusive economic growth/development and major place-based transformation programmes.

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 Specific Duties:

Key Areas of Responsibility:

- Regeneration Strategy and Development
- Employment and Skills
- Strategic Planning
- Development Management
- Building Control
- Land Charges
- Planning Policy and Local Plan
- Heritage, Conservation and Urban Design
- Natural Environment, Ecology and Habit (as applicable to this role)
- Culture, Tourism and Visitor Economy
- Major projects (where required)
- Town Centres and Place-Based Development
- Economic Growth and Investment
- Infrastructure Planning (where required)
- Housing Growth and Strategic Sites, where applicable
- External Funding, Place Funding and Investment Programmes
- Partnership Working with developers, investors, communities, Government agencies and regional bodies

Strategic Leadership

- Provide visible, inspirational and credible values-led leadership across services.
- Lead the development and delivery of the Council's strategic approach in the areas as defined and responsible for, ensuring strategic alignment with the Council Plan priorities and wider regional priorities.
- Advise Members, the Chief Executive, Senior Management Team on strategic regeneration, economic growth, planning and development matters.
- Provide clear strategic advice.
- Ensure regeneration, economic growth and planning activity is aligned to the Council Plan, Medium-Term Financial Strategy, Local Plan, climate priorities, housing strategy and inclusive growth ambitions.
- Translate complex national policy, local evidence, community priorities and political objectives into deliverable plans and programmes.
- Lead the delivery and strategic oversight of programmes while ensuring strong governance, legal compliance, risk management and financial control.
- Maintain a strong delivery culture, ensuring that projects progress at pace and key deadlines are met.

Governance, Risk and Compliance

- Ensure that governance, risk and compliance is adhered to and followed for all Council plans and programmes.
- Ensure all activity complies with statutory requirements, the Council's constitution, financial regulations, procurement rules and scheme of delegation.



- Maintain robust governance where necessary.
- Ensure effective management of legal, financial, delivery, reputational and political risks.
- Oversee the preparation of high-quality reports for Council, committees, scrutiny and external funders.
- Ensure decision-making is transparent, evidence-based and properly documented.
- Provide assurance on project delivery, budget control, benefits realisation and risk mitigation.
- Ensure effective audit, compliance and performance management arrangements are in place.
- Manage sensitive matters accordingly.
- Build strong partnerships across public, private, voluntary and community sectors.
- Ensure compliance with all statutory planning, regeneration and local government requirements.
- Prepare and present reports to Committees and regional partnership boards.
- Represent the Council at local, regional and national forums.

Financial and Commercial Management:

- Hold accountability for financial, commercial management and budgets.
- Develop commercially sound business cases.
- Identify funding opportunities and maximise external investment.
- Ensure effective financial appraisal, viability assessment and option evaluation.
- Lead negotiations as required.
- Ensure contracts, grants and funding agreements are managed effectively.
- Deliver agreed budgets, savings, efficiencies and any transformation requirements.
- Ensure financial risks are identified, escalated and managed; ensuring effective financial planning, performance management and risk management across all service areas.

Compliance:

- Adhere to and comply with all relevant corporate policies and procedures including Health & Safety, General Data Protection Regulations (GDPR), Corporate Governance and Code of Conduct.
- Ensure that all service initiatives adhere to relevant legislation, policies and practices.
- 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:

- Any other duties commensurate with the grade as directed by the Chief Executive.

ROLE SPECIFIC KNOWLEDGE, EXPERIENCE AND SKILLS

- Degree-level qualification or equivalent senior professional experience in a related discipline.
- Evidence of continuing professional development.
- Relevant professional qualification or membership or equivalent.
- Strong knowledge of local government, democratic decision-making and public sector accountability.
- Detailed understanding at a strategic level of the areas covered by this post.
- Strong understanding of local government governance, policy and decision-making processes.



- Knowledge of funding, investment, viability, procurement, land assembly and commercial delivery models.
- Understanding of equality, inclusion, sustainability, climate resilience and social value in regeneration.
- Strong awareness of political, legal, financial and reputational risks.
- Operating at Director or demonstrable ability to work at this level.
- Successful delivery of large-scale regeneration and development programmes.
- Handling high-risk matters including legal challenge, planning appeals, funding deadlines and reputational issues.
- Delivering service improvement, transformation and cultural change.
- Provide confident, strategic and visible leadership.
- Give clear, impartial and evidence-based advice to elected Members.
- Understand and manage complex planning, regeneration, financial and legal issues.
- Translate ambition into deliverable programmes and measurable outcomes.
- Track record of securing substantial external funding and inward investment.
- Work at pace while maintaining sound governance and decision quality.
- Lead teams through change, complexity and pressure.
- Apply strong judgement in politically sensitive and high-profile situations.
- Use data, insight, community intelligence and professional evidence to
- Experience of partnership working with government, combined authorities, investors and developers.

ADDITIONAL INFORMATION

- Ability to travel across the Borough and work from various locations.
- Work hybrid, with a flexible working approach to accommodate service needs.
- Expected to work from a fixed location and provide leadership visibility.
- On occasion, able to work outside traditional hours, of a weekend and evening as required, adopting a flexible working approach in response to business requirements.
- All Senior Leaders are requested to participate in the Council's Senior Duty Officer rota or any other rota as required.
- This post is politically restricted.

Health & Safety Considerations:

- Work with VDUs (Video Display Unit) (>5hrs per week)
- Exposure to persons with challenging or aggressive behaviour

DATE OF APPROVAL: July 2026

APPROVED BY: MATTHEW BENNETT (CHIEF EXECUTIVE)

