



Role Profile

This section provides key information relating to the role

Job Title:	Executive Director (Place)		
Post No:	RP0002	Grade:	Director
Team:	N/A	Location:	WGC & hybrid working
Responsible to:	Chief Executive		
Responsible for:	Assistant Director (Regeneration and Economic Development)		
	Assistant Director (Planning)		
	Assistant Director (Leisure, Community and Cultural Services)		

Overall job purpose:

Together with the Chief Executive and other Directors, to lead the corporate direction of the council on delivering efficient and effective services to customers that are aligned to the Council's ambitions.

To be the lead policy advisor to the Council for the areas within the Directorate, and accountable for the delivery, improvement, management and performance of a portfolio of Council services, leading and inspiring managers and employees across the Council.

Key areas of focus:

1.	Work as part of the Council's Senior Leadership Team (SLT), providing strong, visible and collective leadership across the Council and its partners through compelling communication of our vision and values. Building a culture of high performance and inspiring colleagues to support the delivery of the Council's strategic priorities.
2.	Act as the Council's principal policy advisor on all services within the Directorate, providing guidance and support to the Chief Executive, Cabinet and Members.
3.	Be responsible for significant delegated financial budgets and resources ensuring that they are allocated effectively for the delivery of services in a manner which demonstrates value for money and compliance with relevant policies and guidelines.
4.	To ensure a system of continuous review is embedded within the Directorate and to promote and foster an organisational culture in which challenge, innovation and creative solutions are the norm.
5.	Lead and engage the staff, acting as a role model. Ensure that staff know what is expected of them and why; that staff are committed, motivated and working

	effectively together and with other relevant colleagues to deliver agreed strategies and plans.
6.	Lead and develop appropriate partnerships and multi-agency working to support the delivery of the Council's objectives and outcomes and promoting the Council's role as community leader.
7.	Ensure that there is a clear and consistent focus across the Council on delivering an inclusive and outstanding customer experience to all of the citizens and communities of Welwyn Hatfield.
8.	Act as an ambassador for and to promote the Council locally, regionally and nationally, in partnership when appropriate.
9.	Sponsorship and leadership of key Council projects.
10.	To ensure decisions are effectively and efficiently implemented.
11.	To promote equality and diversity in the workplace and in the services of the Council and to deliver the Council's equalities and diversity priorities.
12.	The ability to converse with ease with other staff and members of the public and to provide advice in accurate spoken English is essential for this post.
13.	Any other duties that are commensurate with the level and grade of this post.

Role Requirements

The following outlines the criteria for this post.

Criteria	Essential	Desirable	Assessment Criteria
Qualifications and experience			
Chartered Surveyor (MRICS) or Chartered Town Planner (MRTPI) or equivalent	x		AP
Managerial qualification (e.g. MBA)		x	AP
Educated to degree level or equivalent in a relevant subject.	x		AP
Proven track record of achievement of working at a senior level in local authority or government related organisation	x		AP/AS/IN
Proven experience of managing large scale capital and regeneration projects	x		AP/AS/IN
Substantial experience of developing strategies and/or managing projects and translating them into effective outcome changes for place and communities.	x		AP/AS/IN
Proven experience of effective working relationships with leading politicians	x		AS/IN
Proven track record in being innovative and results driven, leading others to innovate and change.	x		AS/IN
Commercially aware, with an understanding of how to maximise opportunities for growth and investment.	x		AP/AS/IN
Substantial experience of effectively managing a range of different functions within an organisation	x		AP/AS/IN
Substantial experience in a senior leadership role in a complex and customer focused public sector organisation	x		AP/AS/IN
Proven experience of forming productive partnerships with external stakeholders to promote improvements in services and the social and economic interests of local communities	x		AP/AS/IN
Evidence of continued professional development	x		AP/AS/IN

Knowledge			
Thorough understanding of the current issues and future challenges facing the sector and their impact across the range of council services	x		AS/IN
Knowledge and understanding of relevant service legislation and best practice	x		AS/IN
Knowledge and understanding of budget management	x		AS/IN
Knowledge and understanding of the wider social and economic environment within Welwyn Hatfield.		x	AS/IN
Skills and abilities			
Experience of managing complex programmes	x		AP/AS/IN
Evidence of effective team working and ability to lead and motivate staff	x		AS/IN
Effective influencing and negotiation skills	x		AS/IN
Political awareness and astuteness, including the ability to build effective and appropriate relationships with elected councillors	x		AS/IN
Ability to undertake effective service development and transformation which delivers the most cost effective and efficient services for the Council.	x		AP/AS/IN
Other attributes			
Developed analytical and problem solving skills	X		AS/IN
Decisive, with a logical approach to decision making	X		AS/IN
Personal integrity and positive role model of the behaviours and culture of the council	X		AS/IN
Responds positively and is able to work constructively under pressure	X		AS/IN
Able to attend meetings and events during the evening and at weekends	X		AS/IN
Ability to drive/travel throughout the borough and other locations as appropriate	X		AP/IN
This is a politically restricted post	x		AP/IN

Our Values and Behaviours



Our CORE values are key to delivering our vision, plans and strategies.

Collaborative	Open	Responsible	Excellent
We work together to get things done	We behave with integrity & fairness	We take responsibility for our actions and decisions	We perform at our best & strive for excellence

It's really important that you have a genuine passion for doing a great job and our behavioural competency framework sets out how we want people to work, ensuring everyone is valued, supported and empowered.

These competencies will be assessed throughout the recruitment and selection process, as well as part of your ongoing development and progression.