

## Role Profile

This section provides key information relating to the role

<b>Job Title:</b>	Assistant Director (Leisure, Community and Cultural Services)		
<b>Post No:</b>	RP0006	<b>Grade:</b>	COB
<b>Team:</b>	N/A	<b>Location:</b>	Hybrid working
<b>Responsible to:</b>	Executive Director (Place)		
<b>Responsible for:</b>	Service Managers		

### Overall job purpose:

To act as the Council's lead expert on the Leisure, Community and Cultural Services and accountable for the delivery, improvement, management and performance of the service services, leading and inspiring managers and employees across the Council.

To deliver the Council's priorities as set out in our Corporate Plan.

Working with other stakeholders and external partners to deliver projects that are aligned to the Council's ambitions.

### Key areas of focus:

1.	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 the Leisure, Community and Cultural services, providing guidance and support to the Chief Executive, Directors, Cabinet and Members.
3.	Be responsible for the 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 service 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.	To 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 a 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.	Maintain excellent working relationships and engage with key stakeholders and partners.
9.	Lead on the development and delivery of all the policies and strategies within the Leisure, Community and Cultural services.
10.	Leadership of key Council projects.
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
<b>Qualifications and experience</b>			
Educated to degree level or equivalent in a relevant subject.	x		AP
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
Extensive operational experience in at least one of the key services covered by the Leisure, Community and Cultural Services	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

<b>Knowledge</b>			
Thorough understanding of the current issues and future challenges facing the Leisure, Community and Cultural 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
<b>Skills and abilities</b>			
Experience of managing complex projects and 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
<b>Other attributes</b>			
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

**Assessment Criteria:**  
**(AP) Application, (AS) Assessment, (IN) Interview**

## Our Values and Behaviours



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

Collaborative	Open	Responsible	Excellent
We <b>work</b> together to get things done	We <b>behave</b> with integrity & fairness	We <b>take</b> responsibility for our actions and decisions	We <b>perform</b> 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.