



JOB TITLE:	DIRECTOR, REGENERATION AND ECONOMY		
GRADE: JOB CODE:	JNC	SERVICE AREA:	Economy, Environment & Communities
REPORTS TO:	Executive Director, Economy, Environment & Communities	LOCATION:	Civic Centre, Walsall
SPECIAL CONDITIONS:	Attendance at evening and out of hours meetings, as required Active participation in local, regional and national networks The post is deemed politically restricted as a specified post under the Local Government and Housing Act		

At Walsall Council, we believe that people are at the heart of everything we do. In our work, the way we listen and respond to our customers and colleagues will determine the way we grow and bring Council's vision to life. To succeed, we must push the boundaries of customer service and added value - outstanding is the new standard and the new routine. Using evidence-based insight into solving problems, managers will create an environment that provides opportunities for all individuals and communities to fulfil their potential.

As leaders of people, managers will:

- Work collaboratively to develop strong working relationships and provide a bridge between the council and the communities it serves;*
- Embrace change and strive for improvement continuously;*
- Provide value for money to ensure services are delivered in a timely fashion, combining sustainability with quality;*
- Challenge the status quo, enable and empower, act with integrity.*
- Together, they will deliver services that the people of Walsall will be proud of.*

1. Corporate duties and accountabilities:

- Every member of staff has a responsibility in the field of safeguarding and a duty to adhere to the procedures set out in the Corporate Safeguarding Policy.
- The post holder will comply with and promote the Council's Health, Wellbeing and Safety at Work policies and ensure these are implemented effectively within his/her areas of responsibility.
- Through personal commitment and clear action, the post-holder will promote the Council's employment policies, with particular reference to diversity, equality of access and treatment in employment, service delivery and community involvement. To support/develop a working culture within these services that reflects the corporate vision.
- Ensure that the services provided aligned to the Council strategy, vision, aims, objectives, priorities and continuous improvement programme and play their part in achieving these. This includes compliance with Standing Orders, Financial Regulations, Code of Conduct and the Councils Policies and Procedures.
- This job description sets out a summary of the duties and accountabilities of the role. It is not intended to be exhaustive.

2. Main purpose of the job role:

- To provide professional leadership to corporate outcomes and services concerning regeneration, housing and the economy.
- To deliver services and outcomes through service responsibilities for Regeneration & Development; Strategic Housing, including Housing Standards, Rogue Landlords; Planning Policy; Employment Growth & Skills; Cultural assets: New Art Gallery, Walsall Arena (Forest Arts Centre), Leather Museum; Planning & Building Control
- To act as the Council's lead officer on culture and its cultural assets
- To develop and implement new models of service delivery and partnership to achieve agreed outcomes
- To lead Walsall Proud Programme workstreams, including significant service redesigns (across the whole council, not just in professional domain)
- To facilitate commercial approaches to the delivery of housing, regeneration, economic development and cultural projects in the borough

- To act as Programme Director for the delivery of the Walsall Town Centre Masterplan
- To ensure the Council operates the range of functions in line with legislation and ensures an appropriate scheme of delegation
- To be a key strategic influencer in relationships with the West Midlands Combined Authority, The Black Country Local Enterprise Partnership. The postholder will also own critical relationships with businesses and developers in Walsall; Further and Higher Education institutions; our Housing partners; Arts Council England; and the Walsall Economic Board
- To provide leadership for policy and strategy work, for example the Council's Housing strategy; Planning Policy; Economic development, regeneration and skills strategies; and Cultural strategy.
- Responsibility for 215 FTE and Revenue Gross expenditure c£12.7m / Gross Income c£9m/ Net budget £3.7m. Capital internal : c£3m / External £36.2m/Total £39.2m

Role specific duties and accountabilities

Horizon Scanning

- Develop long-term strategies to improve the economy, housing and people's economic and skills prospects in Walsall
- To prepare and adopt a Black Country Local Plan, ensuring the Borough's development needs can be accommodated and a joined up approach to spatial planning reflects the borough's overall needs for community facilities and associated resourcing
- Ensure an up to date understanding of contemporary practice and models of delivery in regeneration, economic development and housing
- To connect with professional associations and chartered institutes to reflect up to date practice

Leading People

- Line Management responsibility for Heads of Service responsible for appropriate groupings of services in the Directorship.
- To lead multidisciplinary teams of professionals across the Council and beyond through a programme management approach to key projects
- Embed the Council's values and behaviours across the workforce leading by example
- Ensure employees of the council are developed and supported to create a high performing and innovative team and to enable them to each acquire competencies to deliver services to national and local standards.
- Manage the selection and deployment of people for whom the job holder is responsible to maximise their contribution to corporate and team goals.
- To promote the development of a confident learning culture within all service

areas for which the job holder is responsible, including the requirement that all staff have and achieve their personal/professional development plans that are integrated with their annual performance conversation

Managing Resources

- Oversee the resource allocation of employees and budget to regeneration, housing and economic development outcomes
- Client side commissioning responsibility for Joint Venture and Commercial approaches to regeneration outcomes, working closely with Hub colleagues and enabling/support services
- Commissioning responsibility for alternative delivery vehicles for core services in the role, working closely with Hub colleagues and enabling/support services
- To drive alternative governance arrangements for Cultural Assets to ensure sustainable offers at reduced cost to the Council
- To coproduce strategies and commissions together with the Hub as appropriate to the Directorship
- To apply the income and commercial policy of the Council to all appropriate opportunities in the responsibility of the role
- To influence outside bodies to invest in and support the Council's efforts to improve the Walsall economy and the betterment of people's lives in the borough

Managing Performance

- Actively monitor and improve performance across all services and outcomes in the responsibility of the role.
- Ensure timely interventions to correct poor performance or to mitigate risks to the achievement of agreed performance outcomes
- Ensure value for money for services and outcomes is balanced with improving customer experiences and enhanced staff morale.

Managing Self

- Work in a self-directed style, working under own initiative to drive corporate outcomes as appropriate to role
- To use a coaching approach to own and team development, reflecting strong self-awareness, opportunities for development and encouraging a culture of continuous improvement

4. Key Stakeholders and reporting lines

- Reporting to the Executive Director, Economy, Environment & Communities. Acting Executive Director from time to time. Substitute at Corporate Management Team meetings, Cabinet, Council and External partner meetings.
- Regular liaison with and advice to relevant Portfolio Holders
- Regular reporting to Cabinet, Council, Scrutiny committees and accountability to the same
- Maintain key relationships with the following partners (not exhaustive):
- West Midlands Combined Authority
- The Black Country Local Enterprise Partnership
- Businesses and developers in Walsall
- Further and Higher Education institutions
- Housing partners
- Landlords and landlord fora in Walsall
- Arts Council England
- Walsall Economic Board

EMPLOYEE SPECIFICATION		
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Using the Job Description consider what essential behaviours, abilities and knowledge are required by a person to perform each of the main activities and accountabilities of the job safely and effectively.	Indicate when Assessment is possible: at Application form =A interview=I both=A/I test = T	WEIGHT CODE shows relative importance Low=1 Medium=2 High=3
Behaviours: refer to corporate behaviours document		
Professionalism - Actively seek ways to prevent over-complication or confusion of service delivery through innovation, being open to change and the removal of barriers including challenging negative behaviours.	I	3
Leadership - Leads by example, optimising those resources allocated, Communicates clearly taking account and welcoming feedback. Takes a positive and resilient approach to change understanding the longer-term vision of the Council and/or service areas.	I	3
Accountability - Adopt a 'can do' attitude in the work that I deliver taking accountability for my own performance and development and responsibility for my actions and decisions. I will demonstrate inclusivity and promote the values of diversity and equality.	I	3
Transparency - Work with others to reach a common goal; sharing information, supporting colleagues and searching out expertise and solutions from relevant partners and/or communities we serve.	I	3
Ethical - Aware of own impact on others through valuing openness, treating everyone with respect and listening carefully to understand the views of others in order to build trust.	I	3
Abilities/Skills: (refer to JE guidance document)		
A sound understanding of the legal, commercial, political, operational and social aspects of delivering regeneration, economic development, housing and culture within current and developing in national policy	A/I	3
Competent in communicating sensitive, confidential and complex information to a variety of stakeholders.	A/I	3
Ability to prepare, collate and interpret highly complex reports	A/I	3
Ability to work autonomously and under pressure.	A/I	3
Ability to make complex, critical decisions with skill and confidence.	A/I	3
Knowledge/Experience: specify type, level and qualitative (not		

quantitative required); if any.		
The post-holder will need to demonstrate success in devising and delivering a successful regeneration/ economic development/ housing/ cultural strategies. The role requires analytical and strategic thinking and skills combined with practical delivery expertise. The post-holder will need to be comfortable with both planning and delivery.	A/I	3
Evidence of developing and maintaining good working relationships with colleagues, elected Members, and partners	A/I	3
Excellent strategic and analytical skills	A/I	3
The ability to combine long-term planning and short – term reactive work, and excel in both	A/I	3
Attention to detail and editing skills to ensure that material published on behalf of the Council meets it exacting high standards	A/I	3
Previous experience of managing contracts with external suppliers and negotiating with partners	A/I	3
Experience of establishing and maintaining networks across the Council to achieve outcomes	A/I	3
Qualification: Specify any qualifications that are a minimum requirement, please include any equivalent qualifications that would be deemed acceptable or if this can be obtained through on the job experience.		
Relevant degree, professional qualification or experience in relevant discipline	A	3
Other Essential Requirements		
An awareness of, and commitment to, equality of opportunity	I	3
Awareness of, and commitment to, confidentiality and handling data	I	3
Prepared by:	SIMON NEILSON, EXECUTIVE DIRECTOR	Date: 18.10.2019