

Role Title	Strategic Director of Economy , Planning and Place Reporting to: Joint Chief Executive
Role Purpose	<p>This is a hugely exciting role, and an opportunity to literally shape the future of the boroughs of Guildford and Waverley.</p> <p>Working collaboratively with colleagues across organisational boundaries and with external stakeholders and partners, the role has responsibility for place shaping, economic regeneration and development, planning, communications and customer services and regulatory services.</p> <p>The individual is expected to make a major contribution to drive the development of council services and improving the quality of life for both Guildford and Waverley residents.</p> <p>Along with the Joint Chief Executive and other members of the Director team, the individual will also have a critical role in providing the corporate direction and strategic leadership to achieve the aims of Guildford and Waverley Borough Councils ('The Councils').</p> <p>This role will provide leadership, engagement and vision for the Councils' managers and staff and guidance to the Joint Chief Executive and Councillors of both Councils to ensure that the collaboration agenda is successful.</p> <p>Regeneration and Economic Development</p> <p>This role will lead on the delivery of over £700m of capital projects including housing delivery for the Housing Revenue Account, and delivery of the Councils' Economic Development Strategies, working proactively to attract inward investment to the boroughs, building from a clear vision of what we want the future of Guildford and Waverley to be.</p> <p>Planning</p> <p>This role will lead the Councils partnership working with external partners, developers and investors to bring forward strategic sites, new developments and regeneration.</p> <p>It will ensure that the Councils provide a professional, productive, compliant and proactive planning service to meet the needs of local residents and the boroughs' growth aspirations. It will also ensure that the Councils have up to date local plans and planning policies that support the boroughs aspirations.</p> <p>Regulatory Services</p> <p>The postholder will oversee the Councils regulatory services function</p>

	<p>including emergency planning, environmental health, food safety, licensing, private sector housing and corporate health and safety, and will act as champion to embed these functions throughout the organisations.</p> <p>Communication and Customer Services The postholder will lead on communications and engagement, customer services and case management and ICT & business systems which are critical in supporting all areas of the Councils.</p>
<p>Key Senior Leadership Accountabilities</p>	<p>Accountable for leading and directing council services at a strategic developmental level this role will:</p> <ol style="list-style-type: none"> 1. Provide the strategic managerial leadership for your service areas, empowering the Assistant Directors in your directorate to be visibly accountable for operational delivery and continuous improvement of their service areas, developing commercial and business practices. 2. Manage the high performance of Assistant Directors ensuring that they work collaboratively facilitating the drive for transformational change. 3. Build constructive working relationships with all relevant stakeholders, including staff colleagues, councillors and relevant external parties. 4. Horizon scan, keeping abreast of innovation, economic legislative and social development affecting the council 5. Act decisively to ensure risks associated with your services are effectively managed and mitigated effectively, including the Safeguarding Policy for Children and Adults, Health and Safety, business continuity and the risk of fraud and corruption. 6. Promote equality and inclusion at all levels of service delivery and employment. 7. Promote and demonstrate the leadership competencies (see below) 8. Build high performing services that continuously improve and focus on customer service. 9. Lead on key corporate programmes and provide sponsorship for projects being led by Assistant Directors. 10. Drive and champion the transformation and strengthening of the harmonised organisational culture of the Councils ensuring that the Councils' values are lived, and ownership and accountability are embedded throughout your service areas.

	<p>11. Lead the engagement with key strategic stakeholders in your service areas, including those from the statutory, business and voluntary sectors at borough, county and national level.</p> <p>12. Deputise for the Joint Chief Executive, as required, ensuring strategic leadership is available as needed during periods of absence and arranging cover as needed for out of hours emergencies.</p> <p>13. Attend, as required, meetings of the Councils, Executives, Committees, Special Interest Groups and external meetings.</p> <p>14. Represent the Councils (and/or ensure that the Council is represented) externally and to promote and present a positive image to partners, representative bodies and other organisations, as necessary.</p> <p>15. Develop positive external working relationships, including developing and maintaining alliances and partnerships.</p> <p>16. Act as sponsor and/or take a leadership role on corporate programmes and projects.</p> <p>17. Statutory roles</p>
<p>Role Specific Accountabilities</p>	<p>The role is also accountable for the strategic direction of the following:</p> <ul style="list-style-type: none"> • Planning • Regeneration and Economic Development • Regulatory Services • Communications and Customer Services
<p>Key Dimensions</p>	<p>Direct Reports:</p> <ul style="list-style-type: none"> • Assistant Director Regeneration and Economic Development • Assistant Director Planning • Assistant Director Regulatory Services • Assistant Director Communications and Customer Services <p>Budget Responsibility: Shared budget responsibility for both Councils. Including responsibility for £700m of Capital Projects.</p> <p>Number of staff approximately: Accountable for up to 350 staff. Shared Responsibility for up to 1000 staff.</p>

Additional Notes:

1. All work performed and duties undertaken must be carried out in accordance with relevant Council and Service policies and procedures, within legislation and with regard to the needs of our customers and the diverse communities we serve.
2. This document sets out the main dimensions of the job it describes. It does not define all individual tasks, which may be expected to change from time to time to meet operational needs.
3. You will be expected to be flexible in your duties and carry out any other duties commensurate with the grade and falling within the general scope of the job, as request by your line manager.
4. This is a politically restricted post. You cannot be elected as a councillor in any local authority whilst employed in this role.

Health and Safety / Risk Management

1. Ensure that all aspects of the Councils' Health and Safety Policies and Procedures are adhered to.
2. Be responsible for identifying and managing all risks associated with the job role through effective application of internal controls and risk assessments to support the achievement of corporate and service objectives.
3. Be available to assist in Emergency / Disaster Recovery situations.
4. Participate in the Councils' out of hours rota.
5. Adhere to the relevant Councils' constitution.
6. Champion Safeguarding policy and practice.

Contacts and Relationships

In this post, you will have significant contact with Councillors and senior officers of the Council. The Councils' Code of Conduct will apply.

Joint Strategic Director Person Specification

(please note the below are all essential requirements)

Qualifications

1. Educated to at least degree level or equivalent experience
2. Professional qualification in business management (e.g., MBA) or clear evidence of commitment to developing as a senior leader
3. Evidence of commitment to professional development (CPD)

Experience

1. Strategic level experience, with substantial staff and budgetary responsibility.
2. Experience of strategic commissioning and securing high quality services through different models.
3. Experience of creating collaborative joint working or shared service arrangements with other partners and overseeing their development and on-going success.
4. Proven track record of working successfully in a public sector environment.

Knowledge

1. Detailed understanding of strategic thinking and empowering of senior level direct reports.
2. Knowledge of a range of alternative delivery models, including those with potential income generation.
3. Knowledge of facilitating business transformation based on systems thinking and use of technology.
4. An understanding of, and a commitment to, addressing equality and inclusion issues.

Skills and Abilities

1. Able to maintain effective relationships with Councillors.
2. A strong corporate player, driven by a public sector ethos, able to align with the Councils' values, work collaboratively and develop shared approaches with

colleagues across both councils, representing the interests of both Councils fairly and objectively.

3. An enabler, with the ability to manage a wide range of complex issues and agendas at the same time and drive change through influence and diplomacy.
4. Creative and imaginative. Able to see new approaches with an ability to communicate the vision, overcoming obstacles and showing that ambitious goals can be achieved.
5. Able to provide a clear and articulate overview of complex issues and provide sound professional and reliable advice in an accessible and non-technical manner.
6. Commercially aware, recognising the importance of value for money in all Council activity.
7. Able to demonstrate the leadership competencies including being able to lead, motivate and inspire diverse teams of staff, build capacity and promote a highly engaged, high performing staff team who can adapt to change.
8. Able to work collaboratively with external organisations and build alliances and long and short-term partnerships.
9. Excellent communication skills and ability to positively enhance the reputation of the Councils.
10. Ability to work at pace, while managing a complex workload and maintaining your own resilience.

Leadership Competencies

Strategic Thinking:

- Sees the bigger picture
- Predicts future risks and opportunities
- Communicates overall direction
- Adapts to changing circumstances
- Maintains positivity in difficult times
- Supports organisational decisions
- Is comfortable with ambiguity
- Drives innovation and transformation
- Turns vision into tangible plans
- Brings the outside in to the organisation
- Takes time for own professional development
- Works with uncertainty

Delivery Through People

- Engages and motivates people
- Listens and responds appropriately
- Builds relationships with key stakeholders
- Works in partnership within and across Councils
- Builds effective working relationships
- Encourages creativity
- Communicates clearly and appropriately
- Is a positive role model
- Coaches and supports
- Celebrates, encourages and learns from different views and experiences
- Is politically astute
- Negotiates and influences

Excellence for Customers

- Provides good value for money
- Achieves high quality outcomes / results
- Is personally effective
- Focuses on customer service
- Manages conflicting priorities
- Embraces technology
- Manages risk
- Manages peaks and troughs of demand
- Focuses on community and local economy
- Takes a 'digital first' approach
- Takes a learning approach to continuously improve
- Champions collaboration

Governance

- Follows policies, processes, procedures and standards
- Is open, honest, and transparent
- Acts with integrity
- Has strong ethical compass
- Ensures fairness in all dealings
- Builds trust

- Takes accountability and ownership of issues
- Bases decisions on evidence and research
- Is consistent with decision making
- Understands the community and environmental impact of decisions
- Demonstrates financial responsibility