

JOB PROFILE

POST TITLE:	Director of Regeneration & Policy	POST NO:	
DEPARTMENT:		GRADE:	C.O.
DIVISION / SECTION:			
ACCOUNTABLE TO:	Chief Executive	ACCOUNTABLE FOR:	<ul style="list-style-type: none"> Marketing & Media Manager Communities & Safeguarding Manager Electoral Services Manager Civil Registrations Manager TIC Programme Manager Executive Support Manager Business Support Manager
			<ul style="list-style-type: none"> Economic Development Manager x 2 Corporate Policy & Partnership Manager Community Safety Manager Property and Major Projects Manager Project Manager (Carmarthenshire Wellness Project)
ORGANISATION CHART: SEE ATTACHED			

<p>MAIN PURPOSE OF JOB:</p> <ul style="list-style-type: none"> • To support the Chief Executive in the overall strategic management of the Council to ensure the achievement of the Council's key objectives and strategies. • To contribute to the corporate management of the Council as a member of the Corporate Management Team by taking the lead on issues allocated as part of the post's corporate portfolio. • To lead the development and implementation of the Authority's Regeneration Strategy and its role within the City Region context including the creation of the Wellbeing and Life Science Village

- To fulfil the role of the Senior Information Risk Officer for the Authority in compliance with HM Government's framework for information security.
- To be responsible for managing the administration of the Authority's electoral processes
- To have overall responsibility for leading, setting, monitoring and controlling the budgets and resources for the component service elements of the directorate.
- To provide leadership and clear direction to all staff within the directorate.

PRINCIPAL ACCOUNTABILITIES:

- To provide clear and visible leadership and strategic direction that inspires team working that leads to high levels of commitment and service delivery amongst managers and employees to deliver high educational standards.
- To be the principal advisor to the Chief Executive and Executive Board on the key issues and strategies relevant to the various service portfolios of the directorate, securing both corporate and political support that will ensure the best possible outcomes for service users.
- To contribute to the development and effective delivery of the Integrated Community Strategy, Corporate Strategy and Improvement Plan by working closely with the Chief Executive and Corporate Management Team, in consultation with the Executive Board Members and Leader, to deliver tangible outcomes.
- To develop a culture of partnership working with other public bodies as well as those in the private and voluntary sectors to ensure that all opportunities are maximised to the best advantage of the Council and the residents of Carmarthenshire.
- To promote and foster an organisational culture in which challenge, innovation and creative solutions are the norm, whilst positively contributing, and actively promoting the Council's reputation and image as a top performing local authority and good employer.
- To ensure that services are provided to the highest possible standard, and that our customers are fully engaged and consulted in service provision.
- To ensure the Department has a robust and effective workforce / development plan that contributes to the Council's Strategic Workforce Plan and enables the Department to deliver the highest possible service standards whilst ensuring all staff are developed accordingly.

- To support the delivery of the Council Corporate Strategy and the Authority's vision by working closely with the Chief Executive, Corporate Management Team, Executive Board Members and Leader on a wide range of corporate policy and customer issues.
- To lead on and develop a close working relationship with the local business community, agencies, partners, adjacent local authorities and other local groups to promote and improve the economic, social and environmental well-being of the residents and businesses of Carmarthenshire.
- To be responsible for the maximisation of the land assets (within economic/commercial portfolio) of the Council taking a strategic/commercial view to ensure the portfolio is managed to meet the Council's Economic Development aims.
- To be responsible for the overall corporate leadership and management of the Economic Development Division and associated strategies, in delivering improved service performance to its customers.
- Support the Directorate in its preparation for any external inspections, and foster a learning culture to ensure that any required actions from the inspections are implemented and monitored within agreed timeframes.
- To be responsible for the implementation of the Welsh Language Standards, and to ensure that the expectations of the Welsh Language Measure (2011) are delivered.
- Work in partnership both within and outside the Council and act as an ambassador for the Council and create opportunities to enhance the Council's performance, reputation and image externally with local and other stakeholders.
- Develop external service based partnerships; coordinate and oversee the delivery of programmes of regeneration funding across all those partnerships.
- As a member of the Corporate Management Team, the post holder will be responsible for assisting the Chief Executive and Executive Board in developing and implementing strategies that drive continuous improvement for all services and activities whilst retaining a customer focus that is at the heart of cultural change.
- To manage the Council's Corporate Strategy, strategic and policy development and implementation process by advising the political leadership of the Council, initiating appropriate action and ensuring that these are translated into plans and programmes which are reviewed and updated to meet changing needs and priorities; and to ensure the Council's effective contribution to the Wellbeing and Future Generations

Act for Carmarthenshire.

- To be responsible for promoting a positive image and reputation for the Council in the community through the provision of a first class professional and customer focused press and marketing office, liaising with all local, regional and national media accordingly.
- To promote public understanding of the Council's values, priorities, objectives, policies and services by ensuring that there is appropriate and effective consultation and communication with the wider community.
- To be responsible for ensuring the Authority implements a strategic vision for the governance and use of information within the organisation and with partners.
- To be responsible for ensuring that the Authority's responsibilities under the Crime and Disorder Act 1998 are complied with, and that the concept of Community Safety is effectively promoted within the organisation and with our partners.
- To establish effective working relationships with key people in national and local government at national, regional and local levels, public bodies, private business or the voluntary sector, and to work collaboratively with the Council's strategic partners as appropriate.
- To be responsible for the development and implementation of the key guiding themes of language, equalities, sustainable development and social inclusion.
- As the Authority's designated Senior Information Risk Officer to manage information security risks and have due regard to the relevant statutory obligations and protections, including the Data Protection Act, Freedom of Information Act, the Official Secrets Act, Equality Act and the Serious Organised Crime and Police Act.
- To ensure effective performance management frameworks are in place for the division that drive continuous service improvement.
- Provide high visibility leadership which promotes high standards, challenge and a positive working environment for staff.
- Lead the development of service and workforce planning for the division.
- To promote, develop and maintain proactive and effective working relationships with colleagues, elected members, central government departments, partner agencies and other organisations to further the effective planning and delivery of services to children and young people.

MAGNITUDE OF JOB:

The Directorate for Regeneration & Policy is a diverse portfolio employing approximately 265 members of staff with a net budget exceeding £9m.

PREPARED BY: CEO/ACEO(PMP) **DATE PREPARED:** JUNE2017

PERSON SPECIFICATION

POST TITLE:	Director of Regeneration & Policy	POST NO:	
DEPARTMENT:		GRADE:	C.O.
DIVISION / SECTION:			

QUALIFICATIONS / VOCATIONAL TRAINING /	ESSENTIAL	DESIRABLE	METHOD OF ASSESSMENT
Educated to degree level or equivalent in relevant subject or equivalent experience.	✓		Application Form / Certificates
A relevant management qualification or demonstrable continuing professional development.	✓		Application Form & Certificates
<u>KNOWLEDGE & EXPERIENCE</u>			
A good appreciation of the technical, professional and legislative knowledge across the specific areas of the directorate.	✓		Application Form / Presentation / Interview
Thorough knowledge of the Council's Local, Regional and National context to develop and implement relevant strategies, policies and standards.	✓		“
A clear understanding of the Government's agenda for Local Government at both UK and Wales levels.	✓		“
Substantial partnership working with a range of internal and external organisations to deliver	✓		“

common objectives			
Record of handling successfully large complex EU and externally funded programmes and associated compliance strategies	✓		“
A thorough understanding of the Welsh Language Measure (2011) and the associated statutory responsibilities of the Local Authority.	✓		“
Experience of managing relevant local government electoral processes.	✓		“
A thorough understanding of key Information Governance principles and the role of the SIRO.	✓		“
Significant and recent successful management experience at a senior level covering a diverse range of key, high profile Public or Private Sector Services.	✓		“
Evidence of leading significant organisational and service change together with successfully managing the People Management implications.	✓		“
<u>COMPETENCIES</u>			
Deciding & Initiating Action			Application Form / Presentation / Interview / Assessment Centre
Makes prompt, clear decisions which may involve tough choices or considered risks; Takes responsibility for action, projects and people; Takes initiative, acts with confidence and works under own direction; Initiates and generates activity.	✓		
Leading & Supervising	✓		Application Form /

<p>Provides others with a clear direction; Sets appropriate standards of behaviour; Delegates work appropriately and fairly; Motivates and empowers others; Provides staff with development opportunities and coaching; Recruits staff of a high calibre.</p>				<p>Presentation / Interview / Assessment Centre</p>
<p>Adhering to Principles & Values</p> <p>Upholds ethics and values; Demonstrates integrity; Promotes and defends equal opportunities, builds diverse teams; Encourages organisational and individual responsibility towards the community and the environment.</p>	<p>✓</p>			<p>Application Form / Presentation / Interview / Assessment Centre</p>
<p>Persuading & Influencing</p> <p>Makes a strong personal impression on others; Gains clear agreement and commitment from others by persuading, convincing and negotiating; Promotes ideas on behalf of self or others; Makes effective use of political processes to influence and persuade others.</p>	<p>✓</p>			<p>Application Form / Presentation / Interview / Assessment Centre</p>

<p>Presenting & Communicating</p> <p>Speaks clearly and fluently; Expresses opinions, information and key points of an argument clearly; makes presentations and undertakes public speaking with skill and confidence; Responds quickly to the needs of an audience and to their reactions and feedback; Projects creditability.</p>	✓			Application Form / Presentation / Interview / Assessment Centre
<p>Formulating Strategies & Concepts</p> <p>Works strategically to realise organisational goals; Sets and develops strategies; Identifies and organises resources needed to accomplish tasks; Monitors performance against deadlines and milestones.</p>	✓			Application Form / Presentation / Interview / Assessment Centre
<p>Adapting & Responding to Change</p> <p>Adapts to changing circumstances; Accepts new ideas and change initiatives; Adapts interpersonal style to suit different people or situations; Shows respect and sensitivity towards cultural and religious differences; Deals with ambiguity, making positive use of the opportunities it presents.</p>	✓			Application Form / Presentation / Interview / Assessment Centre
<u>PERSONAL SKILLS</u>				
<p>To confidently manage sensitive and political issues with effective use of diplomacy to achieve positive outcomes for service users.</p>	✓			Application Form / Presentation / Interview / Assessment Centre
<p>Have the ability to create an environment of trust, openness and equality by interacting with</p>	✓			Application Form / Presentation / Interview / Assessment Centre

people of various social, cultural, economic and educational backgrounds.			
Demonstrate excellent interpersonal skills that enable positive relationships with relevant stakeholders/partners (including Trade Unions)	✓		Application Form / Presentation / Interview / Assessment Centre
Have a strategic mindset towards shaping services that address corporate priorities, integrate and align with complementary activities across the Council.	✓		Application Form / Presentation / Interview / Assessment Centre
Ability to analyse financial information and effectively use the information to ensure efficient budget management and accountability.	✓		Application Form / Presentation / Interview / Assessment Centre

Core Values / Equality and Diversity

Every employee is expected to uphold the authority's core values and maintain the principles of the authority's Equality and Diversity Policy or, if employed within a school, the school's Equality and Diversity Policy, as appropriate to the accountabilities and seniority of the post within the organisation.

Communication Skills:-

Note: To assess the required level of language skills please refer to the following link: [Language Skills Assessment and Guidance - See Point 5](#)

Please indicate level between 1 and 5 for verbal and written skills

<u>Language</u>	<u>Verbal Level</u>	<u>Written Level</u>
Welsh	4	3
English	5	5
Other Language (please state)		

SPECIAL CIRCUMSTANCES:

Politically Restricted Post: (Which requires the postholder to be politically neutral)	Yes	✓	No	
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Where a criminal record check has been identified as relevant to the post, the level of check and justification for carrying out such a check must be specified below.

Please complete all three sections by ticking the level of disclosure required and the workforce type providing a justification for the check.

If you need any assistance in completing this section please refer to the guidance available here:

<http://brian/worklife/hr/SitePages/Operational%20HR%20Team.aspx> or ask your HR Officer for advice.

Section A – type of disclosure

STANDARD DISCLOSURE

ENHANCED DISCLOSURE

ENHANCED DISCLOSURE WITH BARRED LIST CHECK

Section B – workforce type

CHILD WORKFORCE

ADULTS WORKFORCE

CHILDREN AND ADULTS WORKFORCE

OTHER WORKFORCE

JUSTIFICATION:

PREPARED BY:

ACEO (PM&P)

DATE PREPARED: June 2017