

Generic Role Profile: Strategic Leadership Level B - Assistant Director

Role Purpose, Context and Scope:

- Accountable for developing and directing the corporate activities of the Council at a strategic delivery level.
- Horizon scanning 1-3 years; emerging practices and seek out the latest thinking and innovation across their service areas.
- Work with Councillors in setting and delivering the strategic aims and objectives of the Services they lead.
- Provide strong leadership, direction and guidance to senior managers regarding the allocation of resources, risk management, change management and management behaviours within the services they lead.
- To role model the values and behaviours of the organisation so others can see and hear, and learn from you.
- Lead on developing the capability of the workforce so the organisation has the right skills at the right time in the right place.

Indicative Accountabilities:

- To influence and contribute to delivering objectives set out in the Corporate Plan considering the impact of internal and external factors.
- Create and build effective relationships internally and externally with key stakeholders and instil in direct reports the imperative for accountability, responsibility and collaboration with others, for example: Councillors, other Boroughs, the communities we serve and partners.
- Lead and work collaboratively across all service areas with other senior managers (including those from partner organisations and agencies) in order to generate efficiencies.
- Effectively lead and manage staff (set, monitor and evaluate objectives on an annual basis).
- Drive significant cultural change through the corporate infrastructure.
- Be accountable for associated budget and have affordable plans in place to deliver the Medium Term Financial Plan.
- Provide assurance that the services are compliant and performance monitoring is part of the corporate rhythm, and exceptions have robust action plans.
- Lead and work collaboratively across programmes and services areas to ensure effective risk management and organisational resilience, including developing effective procedures to implement the Council's policy and strategy.
- Be an ambassador for Haringey.

Example Job Titles at Level B:

- Assistant Director
- Director of Adult Social Services
- Programme Director Tottenham

Indicative Performance Measures:

- Specific measures from the Medium Term Financial Plan.
- Achievement of Council's Corporate Priorities.
- Achievement of the outcomes within the Council's Corporate Priorities and Workforce Plan within their service.
- Participate in external assessments e.g. Ofsted, Peer Review.

Indicative Dimensions:

- Work involves development of specific service areas and integration of internal services with some integration with external partners.
- Has a prime responsibility for the financial management of specific service area.
- Jobs at this level operate with a wide level of discretion over staffing, resources and decisions provided that actions are consistent with Council policies.
- Can lead and deliver in a political environment.

Haringey Values:

- Lives, and can articulate for others, our values: Human ▪ Ambitious ▪ Accountable ▪ Professional

Indicative Knowledge, Qualifications, Skills and Experience:

- Deep knowledge of concepts, principles and practices gained through extensive experience and development in a specific field.
- Degree level or equivalent qualification plus substantial post qualifying in specialised field.
- Membership of appropriate professional body by examination e.g. CIPFA, RICS or evidence of continuing professional development (CPD).
- Excellent communication skills.
- Ability to work with high level internal and external stakeholders.

Leadership Qualities:

- **Achieving Ambitious Outcomes** – Makes sure that all activities contribute towards the organisation's vision and goals. Typically looks two to three years ahead.
- **Service Excellence** – Continually strives for a better future. Measures success and takes action to achieve and maintain excellence.
- **Thinks Differently** – Has sharp thinking to look at information in a new way. Comes up with many ideas and advocates change/new approaches. Is comfortable being uncomfortable.
- **Visible Leadership** – Is a corporate leader, showing teams the strategic direction. Understands individuals, what motivates them and how to get the best from people.
- **Work in Partnership; One Council** – Uses initiative to build networks and relationships internally and externally, consulting widely, particularly with residents. Understands the nature of conflict and finds ways to deal with this.
- **Open Communication** – Assertive and influential. Maintains a calm and optimistic tone, and has the confidence to challenge and persevere, even in the face of strong opposition. Listens to and shows empathy for different perspectives.

Job Specific Profile

Job Title and Service Area:
Assistant Director Strategy, Communications and Delivery Customers, Transformation and Resources
Role Purpose:
<p>This is a new senior leadership post within the council whose primary role is to lead the alignment, development and delivery of a new core strategic function at the heart of the council. The new function will combine strategic policy development, corporate communications, data and insight, transformation and change, performance management and political support.</p> <p>The postholder will be responsible for bringing together these previously separate functions into a team that effectively combines its skills and capabilities to ensure we deliver on our priorities and proactively communicate our success and progress. The new team will lead our thinking on and drive a close relationship between resident and Council. Moreover, the postholder will ensure that these strategic functions collaborate effectively with service teams, leading and supporting in equal measure innovative service design and delivery.</p>
Main Responsibilities (in addition to indicative accountabilities on generic profile):
<ol style="list-style-type: none"> 1. To lead the development of a new strategic function at the heart of the council that combines strategic policy development, corporate communications, data and insight, transformation and change, performance management and political support. 2. To provide clear advice and guidance to the Leader, Chief Executive and Members on communications, ensuring consistency and clarity of messages to support the creation and development of the council's overall narrative and specific communication activities 3. To lead the development of the council's framework for and approach to empowering residents, demonstrating the collaborative skills to develop initiatives across the Council that engage and enable residents to help themselves. 4. To lead the development of an approach to testing and rapidly accelerating innovative service design and delivery across the council, supporting departments through the combination of clear policy and strategy development, data analysis and the application of innovative delivery approaches. 5. To inspire and support creativity and innovation across all council delivery activity, designing and developing appropriate tools and working with service delivery teams to test and develop new models of delivery 6. To oversee the management of the Council's corporate branding. 7. To help ensure the council is properly represented in its discussion with local, regional and central Government.
Knowledge, Qualifications, Skills and Experience (in addition to those on generic profile):
<ul style="list-style-type: none"> • Understanding and experience working at senior management level of local government or similar complex organisation • Successful track record in delivering change at scale within large, complex, customer-focused organisations. • Understanding of the unique communications challenges of a large, complex public sector organisation.

Job Specific Profile

- Successful track record of providing advice and guidance at senior level

Dimensions:

Role reports to: Board Director. Director of Customers, Transformation and Resources.

No. Direct reports: c.5-7

Total staff headcount: Approx. 65

Staff budget: £2.7m

Other budget:

Other information:

Function Areas:

Leader & Cabinet Office

Policy & Strategy

Communications

Performance & Business Intelligence

Corporate Delivery Unit

Business Management Team

Programme Management/Transformation

Organisational Structure (attach as an appendix)