



**WOKINGHAM
BOROUGH COUNCIL**

Job Description

Job Reference

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| Job Title | Service Director - Planning, Economy & Culture | | |
| Service | Place & Growth | | |
| Location | Shute End | | |
| Reports to | Director – Place and Growth | | |
| Responsible for | Planning Policy, Infrastructure Delivery & Projects, Strategic Development, Development Management, Economy & Culture, and Building Control Solutions | | |
| Grade | Type of position: | Date | |
| SD Band | Permanent, Full time | Jan 2025 | |

This job description has been designed to indicate the general nature and level of work required of the post to indicate the level of responsibility. It is not a comprehensive or exhaustive list, and the line manager may vary duties from time to time which do not change the general character of the job or the level of responsibility entailed.

Service Purpose

The Planning, Economy & Culture service is dedicated to fostering sustainable development, economic growth, and cultural enrichment within the community. By implementing strategic planning policies, delivering key infrastructure projects, and promoting cultural initiatives, the service aims to enhance the quality of life for residents by a collaborative and joined up approach to 'place making'. The service collaborates with various stakeholders, including local businesses, community groups, and government agencies, to ensure that sustainable development, economic and cultural activities align with the Council's vision and strategic objectives.

The post holder is a key lead officer on the Creating Communities agenda working collaboratively and in partnership across the Council and with external stakeholders with other service areas to deliver a joined-up approach to place making.

Purpose of the role

The Service Director - Planning, Economy & Culture is a key leadership position, responsible for leading and managing the Planning Policy, Infrastructure Delivery & Projects, Strategic Development, Development Management, Economy & Culture, and Building Control Solutions teams to achieve the service's objectives.

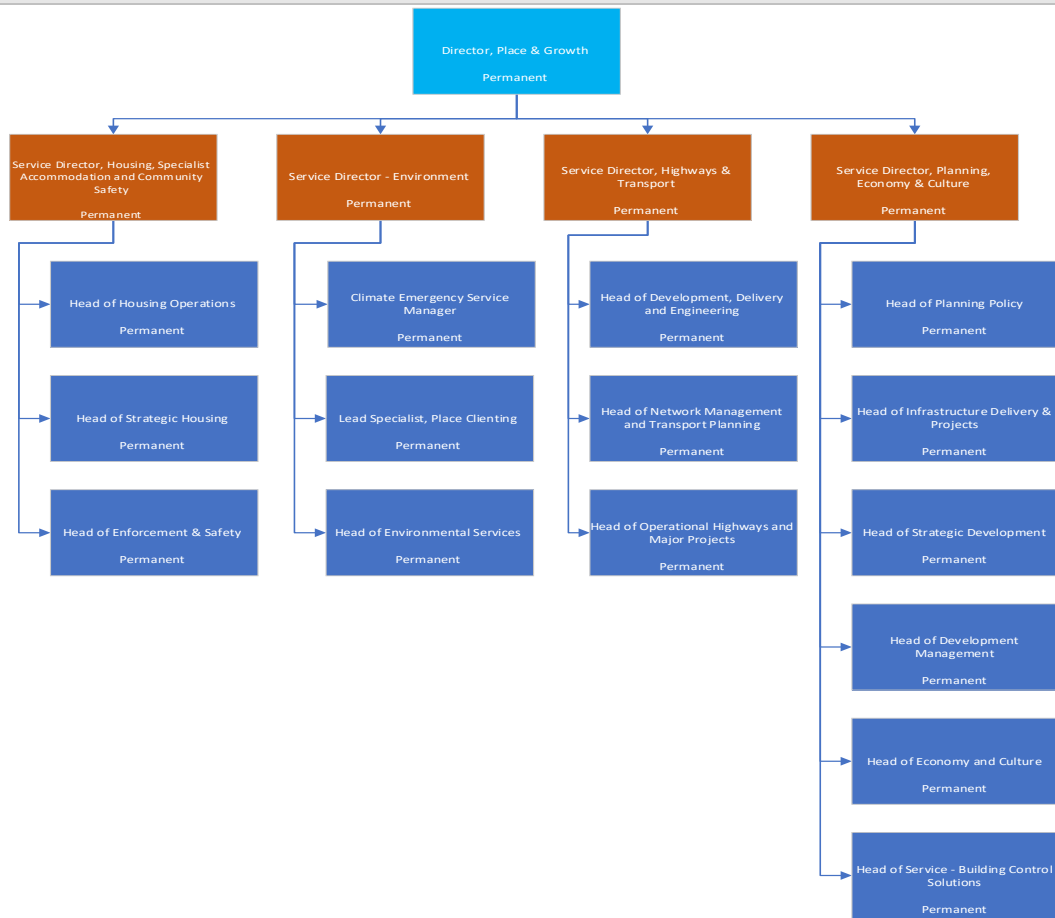
The role is required to oversee the core functions and performance of these teams against internal and external KPIs and objectives. Identifying and implementing continuous improvement will be a key part of the role, together with enhanced collaboration with developers, agents, key stakeholders, local businesses, parish and town councils and other council teams.

| <u>Main Accountabilities</u> | |
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| 1 | Provide visionary leadership and strategic direction to the Planning Policy, Infrastructure Delivery & Projects, Strategic Development, Development Management, Economy & Culture, and Building Control Solutions teams to develop and deliver the Council's corporate vision, strategic objectives and agreed priorities. |
| 2 | Oversee the formulation, implementation, and monitoring of planning and economic policies and strategies to promote sustainable development, economic growth and place making. |
| 3 | Lead, performance manage and support corporate change and continuous improvement initiatives, finding innovative, affordable and sustainable solutions to improve the Service's performance and outcomes for service users. |
| 4 | Ensure that service delivery is aligned with the Council's Corporate Plan priorities adhering to timelines, budgets, and quality standards. |
| 5 | Responsible for the delivery of their services approved budgets and that they are aligned to the councils overall Medium-Term Financial Plan. Leading on required mitigations and option development where there are financial pressures and ensuring services provide value for money. |
| 6 | Ensure all activities comply with relevant laws, regulations, and local policies. |
| 7 | Efficiently manage resources, including budget allocation, staffing, and operational processes, to achieve strategic objectives. |
| 8 | Work with the Chief Executive, Director of Place & Growth and other Corporate Leadership Team members and leaders across the organisation to proactively shape the strategic development and place making of the borough, driving forward the agenda as it relates to the above service areas. |
| 9 | Oversee the development and implementation of strategies to enhance sustainable growth, local economy, support cultural initiatives, and promote community well-being. |
| 10 | Lead on ways to improve the customer experience, making sure the customer is at the centre of service delivery and working across the Council to ensure inclusive access to Council services. |
| 11 | Lead on completion of funding bids for external grant applications to promote growth, regeneration and economic success. |
| 12 | Establish and monitor key performance indicators to evaluate the effectiveness of planning, economic, and cultural initiatives. |
| 13 | Identify and mitigate risks associated with planning, development, and economic and cultural activities to ensure organisational resilience. |
| 14 | Drive innovation and continuous improvement within the teams, leveraging best practices and emerging trends in planning and economic development and using data and insight to predict and prevent service demand. |
| 15 | <p>Must act as a champion for the use of digital, data and technology through both the identification and development of business cases and maximise the use of existing tools</p> <p>Role model the use of digital, data and technology ensuring that tools are procured and used in line with the Council policies and constitution.</p> |

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| 16 | Collaborate with internal and external stakeholders, including to understand their needs, priorities and challenges to build strong relationships, effective communication and collaboration on service-related initiatives. |
| 17 | Emergency Planning - serve as the Silver Duty Officer, on an out of hours rota, coordinating the council's tactical response in an emergency. |
| 18 | Demonstrate a strong commitment to an inclusive and diverse environment by actively promoting Equality, Diversity and Inclusion. |

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| Supervision Received | Director, Place & Growth |
| Supervision Given | Heads of Service for Planning Policy, Infrastructure Delivery & Projects, Strategic Development, Development Management, Economy & Culture and Building Control Solutions |
| Contacts & Working Relationships | Internal and external customers, partners and other stakeholders. Key lead member of the Council's Creating Communities Board. Key member of the Place and Growth Leadership Team and Extended Corporate Leadership Team. |
| Management of resources or budget | Expenditure budget c.£6,177k Income c.3,764k. Approx 76 FTE posts. |
| Special Factors | Ability to travel to a variety of locations in borough, attend evening meetings, politically restricted post, emergency planning responsibilities including out of hours rota. With a hybrid working style, there is the ability to work from home but in person attendance will be required on an as and when basis and directed by Line Manager. This will include, but is not limited to, Council Meetings, Directorate Meetings, Leadership Meetings and ECLT. |

Organisation Chart



Service Director Shared Responsibilities

As a Service Director at Wokingham Borough Council, it is expected that you will A.C.T. on our core values of **Ambitious, Care, Together**. Our organisational Values are our cultural cornerstones that form the bedrock of our operational ethos. A Leader of people, you will lead your team through our People Strategy to deliver on our core purpose for our communities.

Our Service Directors are expected to deliver on several Shared Responsibilities as leaders of our organisation, ensuring that we demonstrate the behaviours and competencies required at a consistent level to lead our strategic priorities. The Shared Responsibilities will be monitored throughout the year with your line manager and an annual assessment will be undertaken, alongside your annual performance appraisal. A full definition can be found in the Service Director Toolkit.

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| People Leader | Leading, motivating and inspiring teams to deliver our corporate priorities in a collaborative culture |
| | Essential Skills: interpersonal skills and communication, coaching, listening, collaboration, resource planning, resilience, time management, delegation. |
| Systems Leader | Working with partners and across organisational boundaries to influence and empower |
| | Essential Skills: relationship management, negotiating, influencing, inclusive communication skills, stakeholder management, emotional intelligence, networking. |
| Political Acumen | Navigating the political environment of the local authority with impartiality and building working relationships with political members. |

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| | Essential Skills: Judgment, Consistency, Reframing, Relationship management , Managing expectations, Foresight and implications |
| Change Leader | Embracing continuous improvement and taking our teams on a journey of culture and behavioural changes |
| | Essential Skills: partnership working, communicating a vision, listening, project management, time management, systems thinking |
| Digital Acumen | Being equipped with the knowledge, skills and attitudes to support the digital journey of the organisation |
| | Essential Skills: horizon scanning, communication, systems thinking |
| Organisational Leader | Breaking out of silos to work strategically and collaboratively with each other across the organisation |
| | Essential Skills: resilience, flexibility, analysis/judgement, communication, forward planning, selling a vision, partnership working, assertive/ constructive challenge |
| Financial Acumen | Integrating commercialisation with public sector ethics to deliver the best outcomes for residents |
| | Essential Skills: Communication, Resilience, Change Management, Risk Management, Budget Management |
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Person Specification

Focus on describing the qualifications, skills, knowledge and experience an individual will require to successfully undertake the role. These should be split between essential and desirable.

| Qualifications | Essential | Desirable |
|-------------------|---|-----------|
| | A degree or equivalent in Town Planning, or equivalent experience | |
| | Membership of Royal Town Planning Institute (or equivalent) or eligibility for membership | |
| Technical Skills. | Essential | Desirable |
| | Ability to innovate, develop and maintain successful working partnerships | |
| | Ability to maintain focus on strategic and long-term issues | |
| | Political acumen and the ability to manage the political interface effectively | |
| | Excellent prioritising, delegation, time management, staff development and control skills | |
| Knowledge | Essential | Desirable |
| | In-depth and up to date knowledge of Planning law and other legislation, regulations and standards which impact on economic development and local government service delivery | |
| | Knowledge and understanding of: <ul style="list-style-type: none"> - Developments and challenges facing local government and the wider public sector. - Best practice in corporate governance and service delivery. | |

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| | <ul style="list-style-type: none"> - Performance management and target setting. - Project management. - Partnership working and stakeholder engagement. - Procurement and contract management. - Commitment to equality of opportunity plus knowledge and understanding at both a theoretical and practical level. - A working knowledge of health and safety requirements. | |
| Experience | Essential | Desirable |
| | Proven track record of technical and management expertise across all or most areas of Planning including Policy, Infrastructure Delivery & Projects, Strategic Development, Development Management, Economy & Culture, and Building Control Solutions. | |
| | Experience of staff management | |
| | Proven track record of working at a senior level in the public, private or similar sector and of successful stakeholder management and engagement | |
| Other | Essential | Desirable |
| | Proven track record of successful budget management including the implementation of savings, income generation and efficiencies. | |
| Completed by: | Director Place & Growth | Date: January 2025 |