



Strategic Director - Place

Directorate: Place

Reporting to: Chief Executive

Grade: Local Scale Band A

Salary: £110,087 to £126,238

Location: Flexible

Hours: 36

About the role

- Contribute to the corporate leadership of the council, naturally operating as a member of the Corporate Management Team, providing strategic leadership, direction and service expertise to the City Mayor and Elected Members in the development and delivery of the Great Eight priorities.
- Lead on key elements of the Inclusive Economy Strategy and the delivery of the five point plan to deliver real change driving inclusive and sustainable economic growth ensuring local people have better access to decent jobs and the skills and education needed to progress in the labour market.
- Lead the development of city place shaping strategies to drive inclusive growth and regeneration delivering high quality employment opportunities for local people.
- Lead the creation of thriving local neighbourhood centres, developing, and supporting local townships to create more opportunities through improving the public realm, culture, leisure, and recreational offer for local people.
- Play a lead role in ensuring the continued economic development and growth of the city maximising opportunities and potential to attract and nurture quality local employment for Salford people in future industries.
- Own strategic relationships with partners, local communities and key stakeholders working together to build a more inclusive and green economy delivering fundamental change in how we grow our economy for the benefit of local people.
- Lead the development of the city's culture, heritage, arts, and leisure activities maximising the opportunities that the culture and visitor economy can bring to the city.
- Provide support and direction to ensure the development of an integrated partnership approach to cultural services which enhances the council's



position as a regional and international cultural capital, whilst maximising provision of a culturally sensitive and socially inclusive service for the people of Salford.

- Oversee the establishment and execution of effective and innovative carbon reduction, development, planning and transport strategies in line with the vision for Salford, arising from excellent partnership working to maximise future investments and fulfil statutory responsibilities, supporting the council's aspirations.
- Provide strategic leadership, direction, and management to the Place Directorate, encompassing service and statutory responsibilities for range of services and disciplines including:
 - Operational services such as street scene and parks, VMS and Citywide.
 - Regulatory functions such as health and safety and environmental health.
 - Community safety and emergency planning.
 - Leading on city wide regeneration, development, and investment.
 - Housing, planning and environmental policy.
 - Infrastructure, construction, engineering, street works, planning and building control.
 - Culture, heritage and the visitor economy.
 - Contract management for Salford Community Leisure.
- To oversee the strategic management of the council's corporate property holdings and the implementation of the Corporate Asset Management Plan balancing the need to maintain rental income, the generation of capital receipts to support the capital strategy and supporting city regeneration of key strategic sites.
- Collaborating with and listening to local communities to ensure diverse, responsive, and accessible services are available to improve the quality of life for our citizens, creating rigorous mechanisms to monitor service impact and effectiveness.
- Explore new partnership opportunities and inclusive innovative delivery models within the Place Directorate and across the council to deliver high quality services to citizens in a locality-based way
- Accountability for effective financial leadership of all Place services, ensuring that all services are delivered within budget and that available resources are used to best effect.
- Ensuring robust and effective corporate governance, financial, performance and risk and assurance systems and processes are in place.

- Leading and developing the Place directorate leadership team to develop broader organisational capability.
- Embed positive leadership behaviours within a continually developing cultural environment, inspiring direct reports, and others to uphold the council's strong values and leadership behaviours.
- Promoting the council's delivery of a strong digital first approach, encouraging the use of new technologies as part of a channel shift to deliver lower cost, more accessible and effective services and to gather insight and feedback that promotes further improvements.
- Lead and achieve a people-centred, values based and inclusive organisational culture that promotes innovation and creativity, nurtures growth and focuses on developing and maximising potential to improve services.
- Through personal example, commitment and action develop an inclusive, supportive, and constructive environment where everyone is treated with dignity and respect and diversity is valued in the workplace, in service delivery and communications.
- Undertake duties as part of the Emergency Planning and business continuity rota.

Key outcomes

- Provide visible, strategic leadership for the Place Directorate, which embodies the council's leadership behaviour framework, and develops a culture that promotes innovation and creativity in service transformation and delivery.
- Work with partners and communities to promote a whole systems approach to drive effective action on social and economic inclusion and tackling inequalities.
- Prioritise the skills and employability agenda, strengthening connectivity across the council, developing relationships with businesses and education partners to ensure sustainable growth to deliver key strategies including the Inclusive Economy and Anti-Poverty strategies.
- Drive inclusive regeneration and sustainable economic growth attracting investment and building community wealth to create jobs and opportunities for all.
- Foster key strategic relationships across the Greater Manchester Combined Authority (GMCA), locally, regionally, and nationally. Influencing and inspiring high-level senior stakeholders, including government departments, public bodies, businesses, and community groups, establishing credibility to realise new opportunities and to enhance our local and national reputation.



- Lead the development of the city's culture, heritage, arts, and leisure activities maximising the opportunities that the culture and visitor economy can bring to the city.
- Continue to build, nurture, and sustain effective multi-agency partnerships across the locality, ensuring the delivery of needs-led, integrated, joined-up, fit for purpose and responsive services.
- Place-shaping, building capacity to deliver infrastructure programmes to ensure that we are well positioned to drive sustainable, inclusive, and clean growth in the city, creating locally resilient, inclusive, and safe communities that enable and encourage independent and healthy lifestyles.
- Building and developing relationships with partners to ensure the continued growth of affordable housing across the city.
- Support the implementation of digital transformation to deliver the most effective ways of working.
- Lead a people centred and values-based culture where people are encouraged to learn and develop, inspiring employees and providing senior management support within the division, motivating, and supporting all employees to achieve their full potential.
- Develop and maintains a workforce with the capacity and capability to deliver on the agenda for the directorate and develops a culture that promotes innovation and creativity in service transformation and delivery.
- Plan, monitors and review the directorates budget, providing ongoing scrutiny to ensure that services are provided within budget and show value for money and are effectively managed.

What we need from you

- Proven achievement of leadership success across a similar portfolio of services within a complex organisation with comparable scope of social impact, resource, and accountability.
- Politically astute with an understanding of the elected mayoral model of governance.
- Experience of operating effectively and openly within the democratic process with the political acumen and skills to develop productive working relationships with elected members that builds respect, trust, and confidence.
- Ability to develop strong relationships with senior leaders from a range of public and private sector organisations.
- Successful experience of creating and maintaining effective and influential partnerships, working collaboratively at a senior level.
- A history of promoting and delivering proactive, and innovative solutions to deliver inclusive and equitable outcomes to address any inequities that exist.
- Skilled communicator who communicates with clarity, conviction, and enthusiasm both verbally and in written reports and is able to demonstrate integrity, create rapport and build trust and confidence.



- Ability to translate complex ideas and information into meaningful and ‘user-friendly’ information; ‘tell the story’ to bring people along and ensure all audiences understand the key messages.
- Understand and work within the bigger picture and broader context and able to translate overarching plans to a local setting.
- Experience of successful strategic and operational resource and budget management, including the evaluation of competing priorities and the application of rigorous but appropriate management control arrangements.
- Extensive leadership experience and evidence of ongoing professional and personal development which might include a management qualification.
- Whilst not essential an appropriate professional qualification / accreditation is desirable (RICS, RTPI, CEng, for example).
- Ability to provide visible and supportive leadership, empowering, enabling, motivating, and developing the workforce and fostering a positive organisational culture.
- Being open to learning and sharing your knowledge and skills with others; providing coaching and support to others to help them achieve their objectives and potential.
- Personal and professional integrity and credibility that establishes respect, trust, and confidence.
- Demonstrate personal leadership qualities – be inspirational, collaborative, and creative in solution development; show ambition and drive for the city and its people; be people centred and values based showing integrity, kindness, and compassion for others.
- Model and demonstrates the council’s values and leadership behaviours, creating a shared purpose and positive permission culture that enables people to thrive through development, involvement, and well-being.

What we can offer you

Your ongoing professional development and success in your role is important to us, and that is why we provide a variety of learning and development opportunities. Within the sections below you will find development options tailored to you which will enable you to further develop your existing skills and learn new ones at a pace that suits you best. If you are joining us now, your development will form part of ongoing discussions with your manager. If you are an existing employee, you should use your Personal Development Reviews to discuss your development with your manager and create your development journey. It’s important you also take full advantage of any informal learning available to you during the course of your work.

- **Developing your leadership skills**

We want to equip our leaders with the knowledge, skills and behaviours outlined in our #LeadingSalford behaviour framework. Our aim is to support you to lead highly engaged, motivated teams in today’s rapidly changing



environment. We provide a range of core master classes designed to help you meet the expectations that we have of our Salford leaders. In addition, we also provide support with the essentials including our Management Essentials programme, Health and Wellbeing at Work, Strengths-Based Conversations, and Financial Skills for Non-Financial Managers.

- **Online learning**

Develop your knowledge across a wide range of areas through our Me-Learning platform, with over 200 free courses to choose from. To have the best possible start and comply with current legislation, you must complete the following modules: Welcome to Salford, Health and Safety in the Office, GDPR, Equality Essentials, Safeguarding Children and Adults, and Safer Recruitment. You may also benefit from a variety of courses in categories such as Business Skills, IT and Project Management which are available to learn at your own convenience and pace.

- **Professional development**

Gain role specific skills and time to learn through a wide range of development opportunities. Learn whilst working and get support towards your qualification through an apprenticeship standard. Access professional development ranging from entry level to master's type qualifications, including achieving a role appropriate qualification. Details can be found on [the Institute of apprenticeships](#) website.

- **A digital organisation**

- **Developing your digital skills**

Our ambition is to ensure that our workforce have the right level of digital capabilities needed to be successful. Whatever your current digital abilities are, we can provide development ranging from essential workplace skills to specialist workplace skills delivered through our Digital Skills Academy using both self-directed and guided learning opportunities to enable you to develop. Additionally, you can access free online courses through the [iDea website](#).

Our vision and priorities

Our vision

The council has a vision is to create '**A fairer, greener and healthier Salford**'.

To help us achieve this vision we have identified some key priorities to tackle the problems people in Salford are currently facing, the Great Eight.



The Great Eight are:

Tackling poverty and inequality.  1	Creating vibrant places and spaces.  2	Tackling the climate emergency.  3	Skills and education (A Learning City).  4
Affordable housing and reducing homelessness.  5	Promoting transport and digital connectivity.  6	Creating an economy for all.  7	Tackling health inequalities and providing the best possible care.  8

Our organisation's values

To achieve this vision, we have a strong set of values. *Pride, Passion, People and Personal Responsibility* which capture the spirit and ambition of the city and inform the way we operate. They influence our choices, behaviours and how we make decisions and do things. Living the values day in and day out creates a supportive environment which allows us 'to be the best we can be' and achieve our vision. To explore these in more detail click on the visual.

Our values



Pride

Passion

People

Personal responsibility

Our leadership behaviours

As a values-based leader you will:

- Model the values and embed them into the way your team delivers services.
- Hold people accountable for demonstrating the values.
- Respect and care for others, treating everyone fairly, valuing, and welcoming diversity, respecting people's identity, listening and acting on the things people say to enable everyone to achieve their full potential.
- Be honest, taking responsibility for your actions and decisions.
- Use resources that you are trusted with wisely .

To lead others you will:

- Listen to understand, not to defend.
- Give people the freedom to use their initiative.
- Provide opportunities for people to discuss and solve problems and issues – focussed on learning not blame.
- Regularly provide coaching and support to others to help them achieve their objectives and potential.
- Appreciate and build on people's strengths.
- Motivate, engage, encourage and inspire others in order to be the best they can be.
- Build lasting productive relationships with residents, partners and elected officials.

To lead outcomes you will:

- Be visible, inject pace, vigour, and purpose.
- Expect high standards; mediocrity is not acceptable.
- Take an evidence and whole system approach in making decisions.
- Maximise technology and models to deliver quicker, easier, better services.
- Have a digital mindset, fully utilising digital systems, and solutions to deliver services efficiently and effectively.
- Set context and challenging goals that will motivate people to take ownership, maximise performance, and develop.

To build and communicate a vision for the future you will:

- Be optimistic and ambitious for the city and its people, helping others to understand the need to change how we do things.
- Build strong collaborative relationships to find creative ways to make services more sustainable and flexible.
- Recognise and value the strengths of people and places, taking a strengths-based approach to make the most of opportunities.

- Support people through change, in undertaking new things, and taking risks.
- Take a place and whole system approach in designing, delivering, and leading services developing solutions with our partners.
- Ensure inclusion is integral to service delivery and organisational performance and develop a resilient, diverse workforce who reflect the increasing diversity of our city.
- Be optimistic and ambitious for the city and its people, helping others to understand the need to transform public services.

Application guidance

We are a values-based organisation so reflecting our values or a values-based approach in your evidence will support your application.

The different sections of this role profile are there to give you an understanding of the purpose of the role. The 'what we need from you' section outlines the minimum criteria you will need to meet within your application.

