

**JOB TITLE:** Assistant Director for Communities and Targeted Services  
(and Deputy Director for Communities)

**REPORTS TO:** Director for Communities

### Job Purpose

To lead and be accountable for strategies and services that build confidence, capacity and resilience in our communities, including:

- Strategic Housing
- Community Safety
- 0-19 services
- Community Cohesion and Social Inclusion
- Community Development
- Public Health Delivery
- Delivery of the Short Breaks service

To ensure services meet evidenced community need, and that communities are supported, empowered and given the tools to be at the heart of the council's commissioning frameworks.

To lead on the development and establishment of strategies that identify individual, household and community-wide difficulties and challenges early, and ensure that services are developed and delivered that prevent these from escalating.

To lead on a range of targeted and universal solutions to challenges affecting children, young people, adults, families and communities through enabling collaboration, innovation and transformation across the Council and between partners.

To lead all aspects of the council's community development work in line with local and national strategies and policies including the Localism Agenda.

To be accountable for brokering and/or leading joined-up responses and solutions to challenging community issues across both the council and our wider partnerships.

To be a full participating member of the Communities Departmental Management Team (DMT) driving strategy and performance and identifying and championing the delivery of the Communities vision and strategy with partners, community representatives, DMT colleagues and all employees.

To act as the deputy to the Director for Communities.

### Organisation

The Assistant Director for Communities and Targeted Services is a Tier 2 post reporting directly to the Director of Communities and the post holder is a full member of the Departmental Management Team.

The post holder will be responsible for approx. 271 staff across a range of specialities. The appropriate reporting structure underneath the Assistant Director for Communities and Targeted Services post will be determined following appointment to the post.

The Assistant Director for Communities and Targeted Services will be responsible for a gross budget in the region of £16m.

### Principal Accountabilities / Responsibilities

The Assistant Director is responsible for leading and managing the following teams:

- Strategic Housing: including Housing Needs, Housing Programmes, Housing Enforcement and the Care and Repair Agency
  - Community Safety: including ASB and Victims, Substance Misuse, Domestic Abuse, Road Safety, Integrated Offender Management and the Connecting Families Programme
  - 0-19 services: including Youth in Localities, NEET, Early Years and Adolescent Intervention
  - Community Cohesion and Social Inclusion
  - Community Development
  - Public Health Delivery
  - Delivery of the Short Breaks service
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- To have lead accountability for delivering the Council's ambition to position communities at the heart of our commissioning and decision making frameworks, and for ensuring difficulties in communities are identified early and services put in place to prevent them from escalating.
  - To be accountable for the results and improvement in performance of the specific service area. There is also a shared responsibility for ensuring that all service areas work together effectively to commission and deliver cost effective services that meet the needs of the citizens of Peterborough.
  - To have lead accountability for influencing the Council and its key partners in bringing together innovative approaches to meeting needs that are cost effective and deliver real improvements in outcomes.
  - To provide strategic direction, clear evidence-based decision making and robust performance management for their own areas, with a focus on enhancing the quality and productivity of the relationship between elected Members and senior officers.
  - To work in partnership at all levels across the local authority and externally to the NHS, other statutory bodies, the independent and voluntary sectors, care providers, service users and their carers to achieve a greater focus on strategic commissioning against outcomes and on the delivery of services that meet identified need.
  - To ensure the principle of co-production is adopted wherever possible, and that the voice of service users and whole communities and other key stakeholders influences the strategic design, performance management and review of commissioned and delivered services.
  - To ensure that the Council and its' partners are kept abreast of the changing legislative landscape and so are able to plan necessary changes in advance.
  - To ensure that Members have confidence in the team of Assistant Directors reporting to the Directorate Management Team. This requires regular meetings with key Cabinet Members and others in order to ensure that the priorities of the Communities Directorate reflect those of the Council and of the Councillors.
  - To ensure a very close working relationship is developed and maintained with the Director for Communities in order to achieve the strategic priorities of the Council. This reporting relationship will therefore include very regular meetings which could be as often as fortnightly during periods where projects of exceptional importance to the Council are in critical phases of implementation.
  - To fulfil the requirements of their role through extensive partnership working within the organisation and across the broader strategic partnerships. Internal to the organisation, this requires regular constructive dialogue at all levels that enables challenges to be identified early and resolved creatively while ensuring that the key strategic messages relating to strategic priorities and resulting cultural change are clearly and persuasively communicated.
  - External to the organisation, the Assistant Director for Communities and Targeted Services will be required to play a key influencing role in respect of the statutory, independent, voluntary and private sector organisations that operate within local communities. This will require regular attendance and membership [where appropriate] at board level meetings, and regular engagement within and leadership of key stakeholder events and public events.
  - To have accountability for all day to day decision making within their area of the Directorate. This includes decisions relating to all aspects of service design and delivery affecting individuals, households and communities.

- To operate with a high degree of autonomy in relation to strategic decisions that have implications for other organisations across Peterborough but will ensure that all such decisions are communicated in good time to the Director for Communities in order that any other activities or priorities can be taken fully into account.

### **Leadership**

- To ensure that the Council performs its duties and functions in fulfillment of its statutory obligations. In pursuit of this responsibility, senior managers need to ensure that they and their relevant staff keep abreast of the Council's changing legal obligations and mandates.
- To ensure managerial and strategic leadership of those services and functions that are set within the direction of this post as well as for Council services corporately.
- To provide inspirational leadership to a diverse, multidisciplinary workforce, driving customer focused service delivery, embedding a culture of change, continuous improvement, common professional standards and excellent people engagement and management and ensuring that the Council meets its statutory obligations in relation to all aspects of equalities legislation.
- To promote managerial responsibility for cross-organisational team working, and across boundaries with other agencies and partners, to improve services and solve problems in a coherent and integrated manner.
- To ensure that relevant and best professional advice, guidance and information is available in an intelligible and timely fashion to the Cabinet, Scrutiny, all elected Members, as well as to other stakeholders.
- To sustain and improve the overall reputation of the Council and act in the best interests of Peterborough through effective representation locally, regionally and/or nationally.
- To provide leadership within the organisation and across the wider partnership, embedding a performance culture that inspires a sense of purpose and celebrates the strength of the cultural diversity of the city and of the workforce and challenges discriminatory behaviours.
- To enable and actively encourage innovation and creativity across the services managed and commissioned, continuously pushing the boundaries of practice and operation to improve efficiency and customer experience.
- To support the Director for Communities in building and maintaining effective partnerships with and between local statutory and voluntary organisations as well as the independent and private sector operating in the people and communities sector, seeking to embed joint approaches to meeting the needs of the people of Peterborough wherever possible.
- To take a lead role in developing and shaping all strategies and policies relevant to the role.
- To lead the development of the community development and participation framework to ensure that needs and challenges are identified early and to enable appropriate services to be provided.
- To lead relevant partnerships that ensure effective collaboration and service delivery, and that inform and respond to commissioning requirements and decisions.
- To provide leadership, professional responsibility and accountability for the quality, sufficiency, sustainability and value for money of all services.
- To ensure that services deliver sustained improvements in performance as demonstrated by measurable outcomes based on reduced levels of dependency, increased levels of choice and control by communities in line with their aspirations and needs as well as those of other stakeholders, while improving value for money.
- To ensure that the voice of individuals, households and communities is heard at every level within the organisation and within partnership arrangements.
- To undertake any other duties and responsibilities [including taking a lead responsibility for particular issues and projects] as may be required by the Director for Communities.

### **Performance and Risk Management**

- To develop and embed a performance culture that delivers results through rigorous open challenge, personal accountability, disciplined execution and continual improvement.
- To ensure that all services/functions are delivered within and to budget and meet any identified and agreed savings targets.
- To provide managerial and strategic leadership to the improvement of corporate and service performance by ensuring that resources are targeted on the Council's priorities and meeting customer needs.
- To improve the overall management of resources [financial, human and other] in serving the public of

Peterborough. To discover new ways to reduce the cost of services to taxpayers and their overall productivity and value for money to service users through a range of approaches, including:

- The strategic re-design of services and their costs;
  - The use of business and operational process improvements;
  - The smarter use of supply [through out-sourcing, co-sourcing and in-sourcing where appropriate];
  - The use of incentivisation approaches such as payment by results;
  - The better use of demand management;
  - Improved asset management;
  - Identification of income generation opportunities.
- To harness community capacity within the city to best effect to deliver positive outcomes for service users.
  - To ensure that all activities within the Directorate contribute to the building of the Peterborough Council brand and enhance the overall reputation of the Council.
  - To ensure that effective risk management arrangements are in place to minimise the Council's exposure to risk and uncertainty.
  - To promote and ensure compliance with policies and procedures, all Statements of Required Practice for managers and the Council's Code of Conduct.
  - To take an active role in promoting and ensuring the Council's responsibilities for safeguarding are met for adults and children.

### **Financial Management**

- To continually review and reshape service delivery to achieve financial efficiencies and maximise opportunities for income generation, whilst maintaining the highest standards of service delivery.
- To ensure the effective management and deployment of all appropriate commissioning budgets in line with agreed financial processes, envelopes and savings, including contract budgets for people services and pooled budgets where appropriate.

### **Job Knowledge**

- Qualified to degree level or equivalent by experience.
- Thorough understanding of the principal responsibilities and key challenges facing Local Government in the effective commissioning and delivery of people services and the appropriate role to be played by the providers of services other than Local Authorities.
- Thorough understanding of the role of communities in local democracy, and of the tools and powers available to provide the right opportunities for communities to actively participate in society.
- Good knowledge of best practice methodologies, local, regional and national policy developments and stakeholder knowledge to enable effective collaboration and commissioning arrangements.
- Strong appreciation of the varying needs of a diverse community such as Peterborough.
- Strong understanding of social policy and the impacts of social exclusion in society.

### **Experience**

- Extensive experience and proven track record at senior management level of successfully developing and delivering people services, including joint commissioning and collaboration with partners, in a complex stakeholder environment [either in local government or other large and complex organisations].
- Extensive experience of providing leadership and direction to and across a diverse range of services.
- Evidence of developing and encouraging innovative ideas to drive improvement in the delivery of services.
- Demonstrated evidence of listening and responding to the voice of those who use the services, their families and carers.
- Proven experience of influencing strategic policy direction within large complex organisations such as local authorities.
- Experience of contract specification and supervision, delivering and managing shared services and cross functional project working.
- Proven track record of leading strategic policy formulation, decision making and resource allocation and of problem solving and meeting objectives at a service directorate level.
- Evidence of successful partnership development or delivery through partnerships including an ability

to work with local partners to develop joint strategies for implementing government requirements and local services.

- Demonstrated evidence of significant service improvement through managing change including staff engagement, capacity building, workforce modernisation and organisational reform.
- Experience of working effectively in a political environment, demonstrating high levels of political awareness, sensitivity, confidentiality and understanding and the ability to translate that into delivering the agendas of the administration and winning the confidence of elected members and external stakeholders.
- Significant experience of the preparation, management and control of budgets for a large, complex organisation, ensuring prioritising and targeting of resources to achieve maximum value for money and income generation and maintaining customer care.
- Experience of driving performance management using appropriate quality and management methods and models to deliver efficient and effective services through collaborative working.
- Evidence of personal commitment to diversity in the workplace and in the shaping of service outcomes.

### Skills

- An ability to relate to and win the confidence, trust and respect of Members, colleagues, partners and the wider community.
- Excellent leadership skills, which encourage commitment from others and promote a positive, motivated organisational culture.
- Excellent communication skills and the ability to communicate complex information both orally and in writing in a clear articulate and balanced way to a variety of audiences.
- Excellent negotiation skills and an ability to influence outcomes through reasoning, persuasion and tact.
- Strategic and logical thinker and decision-maker able to provide practical and creative solutions to the management of partnership, corporate and directorate issues.
- High intellectual and analytical abilities; able to assimilate and analyse information quickly, identifying issues, priorities and solutions and using effective models, techniques and resources to resolve issues.
- Strong financial and budgetary awareness with the ability to manage finance and wider resources within a strong performance management culture.
- Ability to use information technology to improve service delivery and reduce costs.
- Demonstrable continuous development and improvement of own leadership and professional practice.

### Political Restriction

This post is politically restricted under the Local Government and Housing Act 1989, as amended by the Local Democracy, Economic Development and Construction Act 2009 and the post holder may not have any active political role either in or outside work.

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