

Appendix B

JOB DESCRIPTION FORM

Job Title: Assistant Director – Growth and Regeneration

Job Holder: n/a

**Reports to:
(Name & Title)** Executive Director of Place & Economy – Steve Cox

1. Job Purpose:

To lead sustainable economic growth across Cambridgeshire and Peterborough, by directly, delivering major regeneration projects, setting out strategies for growth, influencing the policies and decisions of Council teams and partners, and securing the necessary resources. To lead and be accountable for the commissioning and delivery of a range of services and projects across Cambridgeshire and Peterborough, including:

- Economic growth and infrastructure investment
- Leadership and delivery of regeneration and growth strategies
- Delivery of major regeneration projects
- Leadership of sustainable economic growth, working with Council teams and key partners
- The management of council staff and commissioning of contracts, services and projects
- To integrate service delivery and client management where appropriate across Cambridgeshire and Peterborough

To be responsible for commissioning and leading service areas in developing, negotiating and performance managing staff internal and external service providers, ensuring that services are delivered and procured within budget, local and national policies, and legislation.

To maximise investment in infrastructure and economic growth through partnership working with the Combined Authority, Greater Cambridge Partnership, Opportunity Peterborough, local Business Improvement Districts, Homes England and Government, to support the economy of the sub region.

To be a fully participating member of the Directorate Management Team, driving strategy and performance and championing the delivery of the councils' and Directorate vision with all stakeholders.

Play a key role in the development of the Directorate business plan, providing expert input, recommending the most effective models of service delivery, including where necessary service re-design.

The role involves leading, developing and directing a wide range of upper and lower tier services across the two councils. The postholder will be accountable for the commissioning, delivery and performance management of these services.

2. Dimensions:

Financial impacts of the role

Financial measure (e.g. income, expenditure, capital budget)	Amount (£)	Role (Direct control, joint control, advisory/influencing role)
Capital Budgets	Up to £10m	Direct Control
Income to support growth	£20 - £40m	Direct Control

Statistical Information

There is a development pipeline of over £500m in regeneration across Peterborough being delivered by public and private sector partners.

3. Organisation:

This position will be a joint role working across both Cambridgeshire County Council and Peterborough City Council. It is a new position reporting directly to the Executive Director Place and Economy.

There is a small regeneration team at PCC that this post is responsible for. Delivery will depend upon strong partnership working with developers and investors, funding agencies and other Council and public sector partners. At CCC the postholder will not manage a team but will be responsible for working across Council departments setting the strategic direction for growth, supporting the delivery of capital growth projects and working with planning teams to secure the best economic outcomes from major new development.

4. Principal Accountabilities / Responsibilities:

1.	Act as the service lead on all economic growth and regeneration service areas delivering innovative and high-quality services.
2.	To ensure services across both councils have a clear strategic direction with coherence between functions and responsibilities, established through service and organisational plans, and within the resources allocated, with the aim of achieving business objectives, enabling transformation and delivering performance improvements
3.	Support the Executive Director Place and Economy to lead the economic growth agenda by ensuring that policy, operational and commissioned service delivery maximises development and investment opportunities.
4.	Ensure the delivery of the councils' capital regeneration programme, in particular, major flagship schemes in Peterborough including the new University, the Station Quarter and other city centre projects.
5.	To lead PCC's management and delivery of the New Towns Fund, expected to be up to £25m in total, as set out in the Town Investment Plan and lead the work of the Towns Fund Board in managing programme delivery.
6.	Lead the Peterborough regeneration team within the Place & Economy Directorate and associated contracts, supporting it effectively to manage the resources of the team (within budget) and ensure delivery of corporate priorities and client requirements.

7.	Actively encourage innovation and creativity across the services managed and commissioned, pushing boundaries to improve efficiency, provide value for money and achieve new ways of working.
8.	To provide strategic leadership in working with key partners on economic growth strategies and delivery across the sub region including the Cambridgeshire and Peterborough Combined Authority, Opportunity Peterborough, and Greater Cambridge Partnership.
9.	To provide growth leadership for the County Council in supporting and advising other Place & Economy, and wider Council teams, to help deliver sustainable economic growth.
10.	Lead and represent the Councils are required on wider regional economic partnerships, including the Oxford to Cambridge Arc, London Stansted Cambridge Corridor and the Growth Cities.
11	To oversee the delivery of the Peterborough Integrated Renewables Infrastructure (PIRI) project working with Government and partners across the energy sector.
12	Promote managerial responsibility for cross-organisational team working, and to manage boundaries with other agencies and partners, to improve services and solve problems in a coherent and integrated manner;
13	To build trust and confidence with elected Members at the two councils as well as district, parish and town councils and to deliver relevant and best professional advice, guidance and information to these bodies in an intelligible and timely fashion.
14	Corporately to engage with the public, key stakeholders and the media to build and maintain support for services provided and ensure that the councils' reputation is developed and delivered through a planned and sustained approach, maximising positive coverage in all media coverage, in order to promote public confidence in the council and to ensure that the area is recognised as a place where people want to live, work, visit and invest.
15	To ensure that the area continues to attract the resources need to enable growth through extensive partnership working and building effective relationship, within both Councils and across broader strategic partnerships
16	To take direct responsibility for a budget across both authorities and, as such, ensure full compliance with the relevant legal, financial and procurement requirements and frameworks across the councils and to ensure that all services/functions are delivered within and to budget and meet any identified and agreed savings targets.
17	To develop and embed a performance culture that delivers results through rigorous open challenge, personal accountability, disciplined execution and continual improvement.
18	To provide managerial and strategic leadership to ensure that management plans and strategies are regularly reviewed and updated to support performance improvement. To

	manage staff and develop strong and effective relationships with partner organisations, the businesses community and contractors.
19	To monitor the performance of all managed and contracted services and to lead corrective action where performance falls short of policy objectives ensuring that effective risk management arrangements are in place, to minimise the councils' exposure to risk and uncertainty.
20	To provide strong and credible commercial acumen to both Councils in order to drive the delivery of regeneration and related projects to the benefit of both Councils and the communities they represent.
21	To maximise opportunities for attracting funding from external agencies, both public and private sector, to deliver infrastructure and projects that will drive sustainable economic growth, including the Towns Fund in Peterborough, and government supported programmes associated with economic recovery from COVID.
22	To undertake any other duties and responsibilities (including taking a lead responsibility for particular issues and projects) as may be assigned by the Executive Director.
23	To demonstrate awareness/understanding of equal opportunities and other people's behavioural, physical, social and welfare needs.
24	To oversee and support Westcombe Engineering, the Council owned manufacturing business in Peterborough

5. Job Knowledge, Skills & Experience

Knowledge:

- Have a degree or equivalent professional qualification, preferably in a relevant discipline
- Knowledge of managing significant revenue and capital budgets (£1m+)
- Knowledge of all relevant legislation and experience of interpreting and operationalising new regulations
- Knowledge of council governance and operating requirements including corporate decision-making mechanisms and procurement policies
- A relevant management or professional qualification and membership of a professional body are desirable, such as RICS or RTPI.

Experience:

- The experience and confidence to question and challenge conventional thinking, with a continual eye on innovation and new ways to improve delivery and outcomes
- Significant experience and a proven track record of achievement in leading and managing regeneration and growth focused services and activities
- Experience of work successfully with elected members, partners agencies, sub-regional partners and developers
- Experience of delivering major regeneration projects and programmes, including mixed use, housing and commercial schemes.
- Experience of working successfully with elected Members and navigating a complex political landscape at a local, sub-regional level and national level
- Some experience of working in strategic economic partnerships that cut across local authority boundaries
- Experience of preparing and driving forward economic development and/or growth strategies, working in collaboration and partnership with communities, investors and developers
- Strong capital project delivery experience, with demonstrable examples of schemes on the ground

Skills:

- Exceptional leadership skills, modelling a strong performance culture and constructively building achievement, confidence and skills in others
- The commercial confidence and financial management skills to bring about demonstrable improvements in efficiency, value for money and income generation
- Political astuteness and the ability to build high levels of credibility and impact at a local, sub-regional and national level

- A demonstrably high level of innovation and creativity
- Ability to build a strong and capable team, confidently setting the direction and clearly articulating the measures of success
- Proven ability in brokering and leading complex, high level partnerships
- Proven ability to deliver transformational change and achieve improved outcomes
- A strong commitment to service excellence, customer care and continuous improvement
- Ability to nurture an innovation culture challenging the status quo and providing scope for staff to experiment with new or innovative solutions
- Skills to work in a collaborative and persuasive way to ensure other Council teams and partners are supporting the delivery of growth and regeneration priorities.

6. Job Context:

- To maximise opportunities for income generation and commercialisation to ensure that service delivery is maintained and provides sustained income for the councils.
- To support the economic recovery from COVID 19 across both Councils, working in partnership with the Combined Authority, Opportunity Peterborough and the Greater Cambridge Partnership
- Maintaining and improving service delivery in a period of significant austerity with fewer financial resource and an increasing cost base. This 'more for less' approach will demand the development of innovative new ways of working, commissioning and organisational redesign
- The postholder will be required to work within a complex and challenging environment where they will have an impact on the reputation of the councils and the area
- The postholder will have responsibility of the management of a diverse range of services which will require working with a wide range of stakeholders including elected Members at all levels, businesses, contractors, developers, local communities and MP's
- To make recommendations to the Executive Director to help shape the councils' objectives and ensure that a diverse range of services are suitably tailored to meet the needs of residents, investors and visitors

7. Job Challenges:

To deliver major complex regeneration projects by securing public funding from various sources, by working with commercial partners to get the best deal for the City and the Council, and ensure the

support of councillors and residents. The postholder will need to demonstrate creativity and innovation in finding solutions.

Public sector structures in Cambridgeshire are relatively new. However, the area has been successful in securing Growth Deal and Combined Authority funding. The structures have led to some complexity in governance and decision making. The postholder will have to demonstrate political awareness, diplomacy and the drive and determination to deliver.

8. Key Relationships:

Contact	Nature of interpersonal skills used
Internal Members	Regular contact with Members via phone, e-mails and in person across both authorities. The postholder will be responsible for promoting highly effective relationships with Members with the ability to present ideas and concepts clearly and effectively to multiple audiences, inspiring trust and confidence
Line Manager (Service Director)	1:1 meeting monthly. Regular e-mail, telephone and personal contact and ad hoc meetings as required
Direct reports	1:1 meeting monthly. Management team meeting monthly. Regular e-mail, telephone and personal contact and ad hoc meetings as required
Wider P&E	Regular contact with Directors and wider SMT, ensuring that cross service plans contribute to the overall vision and objectives of the councils.
External Other contacts	Regular meeting with business leaders, developers and investors, contractors, community groups, business forums and emergency services ensuring that effective relationships are in place to drive forward change and encourage a joined up public and private approach to services, whilst maintaining a focus of resources. Regular presentations to a variety of groups and organisations.

9. Key Relationships Decision Making Authority:

At what point does the post holder escalate a problem to a more senior employee?

Where there is a financial, reputational or business continuity risk.

10. Additional Information:

The demands of this post are such that it may be necessary for you to work longer hours, and on occasions at weekends without extra pay. This may include the period between the Christmas and New Year bank holidays.

Forward planning will be months to years with a contribution to longer term development of the two local authority areas working closely with the Combined Authority and Greater Cambridge Partnership. Projects in Peterborough include the Station Quarter regeneration, a new University in Peterborough, and delivery of the Towns Fund Investment Plan; Across Cambridgeshire it will be to lead delivery of sustainable economic growth across the County supporting and enabling Council teams, partners and businesses to deliver projects and policies and secure the necessary funding.

SIGNATURES:

After reviewing the questionnaire sign it to confirm its accuracy

JOB HOLDER: _____ **DATE:** _____

LINE MANAGER: _____ **DATE:** _____

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