

Role title Director of Policy, Insight & Communications
Reports to Chief Executive

Grade DTR

JE Code: JE1880

ROLE PROFILE

This important role has strategic responsibility for working with the Chief Executive Officer (CEO), Corporate Leadership Team (CLT), the Executive, councillors of all parties and key strategic partners to deliver MKC's strategic outcomes.

This post requires a visible and engaging corporate leader; building and maintaining excellent working relationships internally and a wide range of effective external strategic partnerships whilst ensuring the delivery of high performing and cost-effective services.

Reporting to the CEO and working as a member of CLT (including at their meetings and those of CAB/CLT and Leadership Group), and with external and internal partners as appropriate, the post holder is the Council's lead professional for policy advice, analysis and research.

This individual leads the development and implementation of the Council Plan, MKC's corporate planning activity, council-wide performance management and improvement functions, including organisational development programmes. This includes ensuring that MKC fulfils its regulatory and statutory requirements relating to Children's and Adults Social Care reporting and compliance.

The post has oversight of MKC's communications and public relations function, working closely with the Head of Communications to manage internal and external communications, engagement and organisational reputation. The roles of SIRO, Caldicott Guardian and Data Protection Officer also lie here.

The role is also the CLT lead for community safety and the council's emergency planning functions, including partnership working with the local resilience forum.

The role also provides executive, research and administrative capacity to support the CEO, the CLT and in managing the political interface. This covers a wide and evolving range of issues and includes supporting the Returning Officer (CEO) in elections preparation and management for local, regional, and national elections/referenda.

As the key advisor to CLT, this post is accountable to MKC's CEO for areas of responsibility falling within the role and contributes to the overall leadership of MKC.

Role Specific Responsibilities

- **COUNCIL PLAN:** Develop and publish the Council Plan (including a robust Delivery Plan), working directly with the CLT and senior councillors to ensure it articulates cross-council and cross-community objectives and priorities, driving its implementation and monitoring and reporting performance against the plan.
- **POLICY:** The primary policy advisor to the CEO, CLT and the Council on major cross-cutting policy issues, supporting the management and forward planning of the CLT strategic agenda, promoting organisational development and transformational change.
- **PERFORMANCE:** Lead MKC's overall performance management, reporting and improvement framework and activities, developing and servicing the Performance Board model for both CLT and the Cabinet and work with Resources colleagues to integrate service and financial planning. The post holder also holds the statutory role of Caldicott Guardian for Adult and Children's Social Care.

- **PROJECTS:** Create and implement effective programmes and projects to address high profile MKC priorities and complex cross-cutting strategic issues, leading cross-council and wider teams comprising experienced colleagues and local and national partners.
- **PROJECT & PROGRAMME MANAGEMENT:** Responsible for MKC's overall project management and reporting function and leading the development of project management capability across the organisation.
- **NETWORKS:** Develop and broker opportunities to advance MKC's priorities through active engagement in key regional, national and international networks and events.
- **ORGANISATIONAL DEVELOPMENT:** The lead for MKC on the commissioning, design and delivery of management development activity, efficiency (including LEAN) and corporate improvement activities and developing and delivering relevant initiatives, working in partnership with colleagues council-wide to effect significant cultural change.
- **CEO/CLT:** Provide effective policy advice and forward planning support to the CEO and to CLT, CAB/CLT and Leadership meetings including research, analysis and briefings and occasionally deputising at internal and external meetings, workshops and other fora. The postholder is a full member of CLT.
- **EQUALITIES:** Develop and implement effective corporate approaches to equalities, ensuring compliance with relevant legislation.
- **COMMUNICATIONS:** Lead MKC's external and internal communications/public relations to ensure audiences are identified, understood, informed and engaged and the Council's reputation is protected and enhanced.
- **INFORMATION AND DATA:** Hold the role of MKC's Senior Information Risk Owner (SIRO) and take ownership of our information risk policy, act as an advocate for information risk at CLT and provide written advice to the Section 151 officer on the content of their annual governance statement in regard to information risk. Also holds the role of MKC's Caldicott Guardian and thereby responsibility for protecting the confidentiality of patient and service-user information and enable appropriate information-sharing. As Data Protection Officer, the statutory role of providing organisational assurance with respect to data protection obligations. Responsibility and lead for information governance and the Council's information assets.
- **BUSINESS INTELLIGENCE:** Lead the function that provides systems and data support as well as technical support to the wider Council.
- **EVENTS:** Support and lead on key events including civic and ceremonial events.
- **ELECTIONS:** Support the Returning Officer/CEO in the management of local, regional and national elections, working alongside the elections team at key times.
- **RELATIONSHIPS:** Develop strong and constructive working relations with councillors, senior colleagues and external stakeholders, creating mutual respect and effective communication
- **PARTNERSHIPS:** Oversight of key partnerships and strategic relationship, developing and supporting joint working and enabling opportunities with Town and Parish Councils, as well as the Voluntary Sector and other agencies.
- **EMERGENCY PLANNING:** To manage the council's emergency planning team and to ensure the council's preparedness for emergencies.
- **COMMUNITY SAFETY:** To manage the council's community safety response, ensuring appropriate partnership arrangements are in place to co-ordinate effective multi-agency working.

PERSON SPECIFICATION

The requirements for this role are as follows. These, along with the values and competencies, will be measured as part of the assessment and selection process.

Education & Qualifications

- Educated to degree level or equivalent or comparable attainment by experience.
- Evidence of continuous professional development.

- A recognised qualification in relation to the statutory Data Protection Officer role

Experience and Knowledge

- Significant leadership experience in either the public, private or voluntary sector with a track record of successfully managing complex portfolios in a challenging financial environment.
- At least two years' senior experience in local government – preferably in unitary, metropolitan or London boroughs – with skills in understanding and responding to different perspectives and taking a cross-organisational perspective.
- Experience of developing and delivering policy advice and implementing strategic planning management frameworks in a complex, political and changing environment
- Extensive experience of corporate performance management and improvement with a demonstrable record of achievement. To include developing and implementing planning, commissioning and performance frameworks in a multi-disciplinary, partnership environment.
- Track record of leading successful innovation and transformational change, particularly in response to the demands of an organisation undergoing a major development and modernisation.
- Experience of working successfully in a complex political environment at a senior level.
- Experience of managing large and/or multiple budgets in a constantly changing environment.
- Experience of involvement in administration and running of elections/referendums etc.
- Knowledge and understanding of effective communications and public relations approaches.
- Experience and knowledge of emergency planning.
- Experience of developing teams, recognising and developing talent, addressing poor performance and providing advisory services to a high standard.
- Practical evidence of developing and maintaining good working relationships with a wide range of external stakeholders, partners and customers, developing a positive personal and organisational profile and building relationships.
- Strong interpersonal skills and first-rate communication/influencing skills.
- Strong research, analysis and problem-solving skills and able to make recommendations and decisions based on accurate and timely analysis and management information.
- Demonstrable commitment to equality and diversity in both service provision and employment practices.

Desirable Requirements

- Experience within a commercial or business management environment.
- Possession of relevant research, policy and/or analysis professional qualification or accreditation.

THE SEVEN COMPETENCY LEVELS RELEVANT TO THIS ROLE

Customer focus	Creates an organisation-wide culture of outstanding customer service Reviews current and future customer trends and requirements to inform Council decisions Allocates resources to meet customer needs
Communicating and engaging	Visible and regularly engages and communicates consistently with staff and stakeholders Tailors messages to the audience and listens and acts on feedback Reinforces messages to enhance understanding

Managing resources and risk	<p>Sets direction, identifying key outcomes and determining optimum means to deliver services</p> <p>Leads innovation and strategically commissions services for long term needs</p> <p>Allocates resources to meet key priorities and build future resilience and succession</p>
Organising and improving performance	<p>Engages all stakeholders to create bold long-term strategic plans for the citizens of MK</p> <p>Establishes clear success criteria, reviewing progress and evaluating outcomes regularly and rigorously</p> <p>Creates agile organisation resourced and able to respond quickly to change</p>
Taking responsibility	<p>Makes things happen and is accountable for the performance of the Council and personal responsibilities</p> <p>Works corporately and stops actions that are not adding value</p> <p>Establishes appropriate systems of scrutiny, review and monitoring and acts on findings</p>
Team player	<p>Always accessible and works with stakeholders across the region to get the best outcomes for MK</p> <p>Creates an environment for people to collaborate, share knowledge, innovate and work across boundaries</p> <p>Provides leadership to create wider partnerships</p>
Excellent leadership	<p>Provides inspiring, confident leadership and support to others and importance of work/life balance</p> <p>Works with the current and emerging big picture in mind at all times</p> <p>Articulates the future vision of MKC clearly, confidently and consistently</p>

Corporate Leadership Team
February 2019

