

ROLE PROFILE

Role: Director – Growth, Economy and Culture

Accountable to: Deputy Chief Executive

Grade: DTR **JE Code:** JE1881

Purpose of role

This role leads for the Council on the core aspects of the Council business that influences investment decisions, whether that is from a business or residential perspective.

The role is focussed on creating the right environment for all of our communities, present and future.

In times of austerity, all senior positions within the Council have to be able to think creatively about the provision of services and the maintenance and enhancement of assets. A core purpose of this role is to find sustainable futures for our communities enabling them to lead on aspects of service delivery and strategy formulation.

Aligned with creating and enhancing places is the responsibility for the events and activities that make MK the 'go to' destination in the area.

The role includes taking the growth agenda forward for the Council to include doubling the size of the population to 2050, and making Milton Keynes the place the live, work and visit.

Key objectives

1	Leading on a number of key strategies which include the local plan, transport strategy, economic development strategy, cultural strategy and the renaissance programme for CMK.
2	Responsibility for a number of key Council projects and programmes including capital build of our cultural and heritage assets, event management for international, national and local events and improvement programmes.
3	Responsible for the production of the local plan and its integration into the Strategy for our 2050 programme, and the wider Oxford-Cambridge arc.
4	Provide a focus for business engagement, championing the Economic Development Strategy and Skills Strategy.
5	Enable CMK Renaissance to progress by finding investment partnerships and stakeholder support for an aspirational, yet realistic, solution.
6	Work across the sector to develop a new structure to deliver enhanced cultural services across MK into the future.

7	Grow the current commercial arm of the service, expanding the customer base, and continuously improving the quality and timeliness of the service to customers.
8	Maintain and enhance relationships with contract managers, customers and councillors to improve the reputation of the council.
9	Drive investment in MK through reputation, enhancing events and activities, using networks to gain sponsorship and partners to deliver key aspects.
10	Ensure that the place making activities create an attractive and healthy and active environment for our communities.

Scope

The role holder will be the key interface with councillors regarding the aspirations and issues for the Growth, Economy and Culture service. This will require attendance at decision making and scrutiny committees.

As a senior officer of the Council, the role holder will be responsible for promoting and achieving integration of Growth, Economy and Culture services across all Council services. This will involve leading and participating in a range of cross function matrix working and delivery situations, designed to deliver added value and optimised delivery/performance both within and externally to the role holder's own function/service group.

A key element will be the development of relationships with other organisations with particular interest in the services, including businesses, residents, town and parish councils, consultative groups and neighbouring authorities that benefit from Growth, Economy and Culture services or are involved in the delivery of associated services within the Milton Keynes area.

The positive impact of the role is a major contribution to optimising the quality of the Milton Keynes environment and the experience of residents, businesses and visitors. Failure to deliver Growth, Economy and Culture Services effectively will have adverse impacts on services to the public, the quality of the area, the perception of the Council and its brand, the level of complaints and other criticism received, and the way in which the Council and the area is portrayed by the media.

Main accountabilities

In fulfilling the objectives of the post, the post holder is accountable for the following services and/or corporate functions:

1	Planning
2	Place Making
3	Economy and Culture

Work Profile

In common with other Directors and as a member of the corporate leadership team (CLT), the role provides visible leadership and promotion of the Council's aims, objectives and priorities and will be responsible for communicating strategic service issues within the organisation and externally.

The post-holder, as lead for Growth, Economy and Culture, has primary responsibility for public policies and services that have direct daily relevance to all those in Milton Keynes:

- Planning, Local Plan production, Strategic transportation and policy, Neighbourhood plans, Planning obligations, Infrastructure Coordination, Decision making, Enforcement and Monitoring.
- Place making, Leisure contract management, Sports development, Community facilities, urban Design and Landscape Architecture, Conservation and Archaeology.
- Economy & Culture, Events Business Engagement, Skills Strategy, Inward Investment, Economic development and cultural services.

The role is responsible for a gross revenue budget in the region of £11.5m and projects with a capital value generally up to £15m per annum depending on delivery requirements. However, there may be some projects additional to this delivered through Section 106 contributions or Tariff spending that may significantly exceed this, together with grant funded schemes delivering large infrastructure projects.

The role has a responsibility for a wide range of disciplines and specialisms within the service area, which requires a good understanding of delivering growth.

THE SEVEN COMPETENCY LEVELS RELEVANT TO THIS ROLE

Customer focus	<ul style="list-style-type: none"> ✓ 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	<ul style="list-style-type: none"> ✓ 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	<ul style="list-style-type: none"> ✓ Sets direction, identifying key outcomes and determining optimum means to deliver services ✓ Leads innovation and strategically commissions services for long term needs ✓ Allocates resources to meet key priorities and build future resilience and succession
Organising and improving performance	<ul style="list-style-type: none"> ✓ Engages all stakeholders to create bold long term strategic plans for the citizens of MK ✓ Establishes clear success criteria, reviewing progress and evaluating outcomes regularly and rigorously ✓ Creates agile organisation resourced and able to respond quickly to change

Taking responsibility	<ul style="list-style-type: none"> ✓ Makes things happen and is accountable for the performance of the Council and personal responsibilities ✓ Works corporately and stops actions that are not adding value ✓ Establishes appropriate systems of scrutiny, review and monitoring and acts on findings
Team player	<ul style="list-style-type: none"> ✓ Always accessible and works with stakeholders across the region to get the best outcomes for MK ✓ Creates an environment for people to collaborate, share knowledge, innovate and work across boundaries ✓ Provides leadership to create wider partnerships
Excellent leadership	<ul style="list-style-type: none"> ✓ Provides inspiring, confident leadership and support to others and importance of work/life balance ✓ Works with the current and emerging big picture in mind at all times ✓ Articulates the future vision of MKC clearly, confidently and consistently

Person Specification

The method of assessment during recruitment processes will be via application form, interview, testing, and reference.

Education and Training

Qualifications – Planning (Desirable): degree or postgraduate diploma in town and country planning, recognised by the RTPi; and Management (Desirable), e.g. MBA

Substantial evidence of continuing professional development

Experience

Significant people management experience, in a large complex organisation, with substantial evidence of knowledge and understanding of the public sector.

A track record of achieving significant improvements in service performance and of commercialisation of Services.

Able to demonstrate not only previous experience at leading major investment programmes, but also the ability to manage a wide and varied stakeholder group.

Experience of partnership working to develop wider than local strategies.

Experience of managing substantial capital build projects, and of leading on high profile events for a large organisation.

Extensive experience of operating in a complex political environment and able to demonstrate the communication and influencing skills necessary to succeed.

Demonstrable commitment to engaging effectively with local communities and Town and Parish Councils.

Demonstrable ability to engage effectively with regional and national bodies including national government

Corporate Responsibilities

- To develop commercial approaches that build new approaches to improve cost recovery with the service.
- Develop and maintain an effective relationship with the Portfolio Holders and all elected members including providing specialist advice and leading on key policy developments in the political arena.
- To ensure that robust performance arrangements are in place to achieve and monitor the delivery of key objectives.
- To ensure that the services are proactive in all matters relating to health and safety and so complies with statutory and MKC policy in this area.
- To actively promote equality and diversity in both delivery of services and to staff. Demonstrate awareness and understanding of equal opportunities and other people's behavioural, physical, social and welfare needs.
- To contribute to the corporate development of the Council, its managers and staff.
- To make a positive corporate contribution, including leading on cross-cutting projects and initiatives and by contributing to the Council's visioning and strategy making processes.
- To carry out any other duties which fall within the broad spirit, scope, levels and purpose of this job description.
- Role profiles will be subject to review and possible change on an annual basis and subject to corporate priorities.

Other requirements (please tick those that apply):

		✓
1	This post is a politically restricted post.	✓
2	This post is exempt from the provisions of the Rehabilitation of Offenders Act 1974. A satisfactory Disclosure and Barring Service Declaration check will be required prior to appointment.	
3	This post is exempt from the provisions of the Rehabilitation of Offenders Act 1974; a Disclosure and Barring Service (DBS) disclosure	

	check will be required prior to appointment. Following the introduction of the Protection of Freedoms Act 2012, a satisfactory Enhanced Disclosure check, without the Barred List component will be required.	
4	Able to travel effectively to meet the requirements of the role	✓
5	Able to respond to out of hours situations to meet unexpected requirements	✓

**Corporate Leadership Team
February 2019**

