

JOB DESCRIPTION

JOB TITLE	DIRECTOR OF REGENERATION & PLACE
GRADE	D1
REPORTING TO	CHIEF EXECUTIVE
JD REF	

PURPOSE

- Lead, drive and set a pace to the strategic performance of Wirral Council's key ambitions for regeneration and place.
- Lead and shape the Council's Strategic Regeneration Plan and Local Plan, including housing growth and renewal strategies.
- Maximise and systematically build on the opportunities offered by the creation of the Wirral Growth Company.
- Champion Wirral as a highly desirable location for national and international investment.
- To work collaboratively with the senior leadership team of the Council to deliver the objectives of the Wirral Plan.

MAIN DUTIES AND RESPONSIBILITIES

- Act as an ambassador for the Council and the Place, working with and alongside a range of stakeholders and partners to ensure the effective delivery of high-quality investment and regeneration strategies.
- Develop and maintain relationships with Elected Members to ensure that they are informed and involved in relation to regeneration, investment, housing, planning and other activities and plans across the wider directorate.
- Act as Council client for the Wirral Growth Company, ensuring that the Council's commercial and reputational interests are risk assured, that value for money is evidenced and maximised; and that those responsible for delivery are performance managed.
- Drive a commercial approach to the delivery of regeneration for Wirral.
- Own the strategic relationships for ensuring effective local, regional, national and international partnerships are in place – ensuring relevant lobbying and persuading for funds and opportunities for Wirral.

- Drive forward a range of initiatives and projects that stimulate local business sectors, trade and technology transfer working with a range of organisations at local, regional, national and international level.
- Maximise the use of the Council's assets and estate to achieve growth and regeneration ambitions and plans. Exploit the opportunities of Wirral's natural and fixed assets.
- Challenge conventional local government approaches to enable the organisation to drive greater efficiency and effectiveness through innovation and the development of best practice. Constantly seeking and creating new opportunities for regeneration and growth.
- Lead the employment, skills, cultural and digital agenda for the Council working closely with partners, agencies and volunteers.
- Build, develop and engage with residents, partners and local businesses to achieve buy in and collaboration in the Wirral Growth agenda to maximise outcomes.
- Work collaboratively with external partners and stakeholders to develop the Borough's economy across a range of activities including employment, tourism, town centre revitalisation, new business opportunity and associated infrastructure, to support sustainable communities.
- Manage the budget associated with this post.
- Manage the team who report to this post and provide wider leadership as a corporate director of the Council.
- As part of the SLT, drive significant cultural change through the Council working with partners in a modern and proactive way.
- As a director of the Council meet all legal responsibilities in relation to the health and safety obligations set out in the Council's health and safety policy.

ROLE SPECIFIC KNOWLEDGE, EXPERIENCE AND SKILLS

- A management qualification at degree level and / or significant experience in organisational leadership.
- Knowledge and understanding of innovative and future based commercial and commissioning solutions.
- Experience of working at a senior level in a complex environment, either public or private with a commercial focus and a high level of strategic awareness
- Experience of delivering large scale organisational change.
- A detailed understanding of the legal, regulatory frameworks relating to regeneration.
- Build and develop commercial relationships and liaise with the business community, with relevant business experience to deliver results.
- Evidence of delivering large scale growth plans working collegiately with business and government and recognising the socio-economic needs of communities.
- Experience of establishing and building effective partnership arrangements.
- Experience of influencing key government and international players to invest in large scale regeneration plans.
- Experience of supporting significant change programmes, including the realisation of financial benefits.
- Strong interpersonal skills with the ability to negotiate, influence and generate confidence, trust and respect.



- Ability to demonstrate resilience and flexibility of approach and manage uncertainty and ambiguity for themselves and others.
- Ability to respond quickly and innovatively to manage and enhance reputation.

DESIRABLE KNOWLEDGE, EXPERIENCE AND SKILLS

- Able to drive change through others using project management methodology on behalf of the wider organisation.

ADDITIONAL INFORMATION

The postholder must be able to travel across the borough

Able to work outside traditional hours, of a weekend and evening as required, adopting an agile working approach in response to business requirements.

DATE OF APPROVAL:

APPROVED BY:

