



# Role Profile

## Our Values and Behaviours

Calderdale Council should be a fulfilling and enjoyable place to work; we know this enthusiasm rubs off on our residents and customers, and we also recognise the crucial role each and every one of us plays in helping to achieve our goals. By demonstrating our core values and behaviours, you will lead by example to help us create the next generation of public services.

## Role Details:

|                   |                             |
|-------------------|-----------------------------|
| Role Title:       | Director of Public Services |
| Directorate:      | Public Services             |
| Service:          | N/A                         |
| Grade:            | Director                    |
| Contract Details: | Permanent                   |
| Post Number:      | CE128                       |

## Role Purpose:

Lead the Council's Agenda on public sector reform and the commissioning and deliver of effective resident focused public services.

As a member of the Council's senior management team to drive forward Calderdale's long term Vision.

Promote a leadership style that fosters a culture of innovation, value for money, performance management and empowerment amongst teams and individuals.

## Responsible for:

Head of Customer Services  
Head of Neighbourhoods  
Corporate Lead for Digital and ICT

## Responsible to:

Chief Executive

## Smarter Working Profile: The work style for this role is defined as:

### Mobile Workers

Mobile Workers typically work from a hot desk in an office and may need ICT access. They tend to move about during the day to attend meetings with colleagues, customers, and staff, and attend workshops etc. Mobile Workers are based with their teams in zoned areas to ensure effective team working and co-ordination.

## Circumstances

This post is not subject to a DBS check.

This is a politically restricted post in accordance with Section 2(3) of the Local Government and Housing Act 1989, because of the nature of its duties.

The role requires working outside of the flexible working band hours to support service delivery, this includes weekend and evening working.

### Principle duties and responsibilities

1. Strategic approaches to public services delivered by Calderdale ensuring coherent customer experience and effective service delivery.
2. Strategic approaches to community cohesion, including working with key partners and leading initiatives to develop positive relationships with and between communities, bridging geographic, cultural, socio-economic and intergenerational divides.
3. Act as ambassador for the council locally, regionally, nationally and internationally in relation to Public Services and public sector reform.
4. Oversee and develop strategic approaches to digital and information technology to support effective service delivery, digital inclusion for all residents, developing the council's digital customer services approaches and ensuring internal and external capacity to understand and adopt new technologies.
5. Continually developing the Council's Customer Care and Customer Contact approaches and ethos, using customer insight and ensuring resident focused service delivery.
6. Continually developing policy responses to relevant national policy and legislation such as Localism, Community Right to Challenge, and Community Right to Buy, Emergency Planning, including developing appropriate community and third sector relationships.
7. Strategic leadership of heritage, arts and culture, including liason with the Piece Hall Trust and other key cultural organisations.
8. Strategic overview of Enforcement services.
9. Continually developing relevant neighbourhood based services in support of both the Council's "Safer, Cleaner, Green" objectives and effective cross-council working at a neighbourhood level.
10. Continually develop bereavement, leisure and cultural services to have maximum impact on improved quality of life for residents, including ensuring these services play a strong role in the wider wellbeing objectives.
11. Leading the Council's Statutory Duties on Community Safety including leading the Safer Stronger Communities Partnership and managing the relationship with the Police and Crime Commissioner and the Police and Crime Panel.
12. Establish and review challenging performance targets in respect of the portfolio areas to optimise service delivery performance.
13. Working with Senior Management Team to establish shared responsibility for the corporate management of the Council, supporting cross-Council leadership and change.
14. Working with Elected Members to assist in determining and delivering core Council wide values and service provision.

All staff will be expected to maintain high standards of customer care in the context of the council's Core Values, to uphold the Equality and Diversity Policy and to participate in training activities necessary to their post.

Calderdale Council is committed to safeguarding and promoting the welfare of children, young people and adults at risk and expects all staff and volunteers to share this commitment.

The Health and Safety at Work Act 1974 and associated legislation places responsibilities for health and safety on Calderdale Council, as your employer and you as an employee of the Council. In addition to the Council's overall duties, the post holder has personal responsibility for their own health & safety and that of other employees; additional and more specific responsibilities commensurate with your role are identified in the Council's Corporate H&S policy and in you are required to familiarise yourself with these responsibilities (all available on the Council intranet site).

All staff will support digital engagement and share expertise to build capability across the wider organisation and with external partners.

This is not a complete statement of all duties and responsibilities of this post. The post holder may be required to carry out any other duties as directed; the responsibility level of any other duties should not exceed those outlined above.

| Person Specification                       |   |                    |
|--|---|--------------------|
| Key Strengths                              | Requirements  | How Identified     |
| <b>Coping with pressures and setbacks</b>  | Coping with pressure, keeping emotions under control, balancing work and personal life, keeping optimistic, handling criticism.<br>(A) Works productively in a high pressure environment.<br>(B) Keeps emotions under control during difficult situations.<br>(C) Balances the demands of work life and personal life.<br>(D) Maintains a positive outlook at work.<br>(E) Handles criticism well and learns from it. | Strengths matching |
| <b>Leading and supervising</b>             | Setting direction and standards, delegating, motivating, empowering, developing others, recruiting talent.<br>(A) Provides others with a clear direction.<br>(B) Sets appropriate standards of behaviour.<br>(C) Delegates work appropriately and fairly.<br>(D) Motivates and empowers others.<br>(E) Provides staff with development opportunities and coaching.<br>(A) Recruits staff of a high calibre.           | Strengths matching |
| <b>Relating and networking</b>             | Building relationships, networking, relating to all levels.<br>(A) Establishes good relationships with customers and staff.<br>(B) Builds wide and effective networks of contacts inside and outside the organisation.<br>(C) Relates well to people at all levels.<br>(D) Manages conflict.  | Strengths matching |
| <b>Formulating strategies and concepts</b> | Working strategically, setting strategies, visioning, thinking broadly about the organisation.<br>(A) Works strategically to realise organisational   | Strengths matching |

|  |   |  |
|--|---|--|
|  | goals.<br>(B) Sets and develops strategies.<br>(C) Identifies and develops positive and compelling visions of the organisation's future potential.<br>(D) Takes account of a wide ranges of issues across, and related to, the organisation.  |  |
| <b>Entrepreneurial and commercial thinking</b> | Keeping up to date with competitor information and market trends, identifying business opportunities, showing financial awareness, controlling costs.<br>(A) Keeps up to date with competitor information and market trends.<br>(B) Identifies business opportunities for the organisation.<br>(C) Demonstrates financial awareness.<br>(D) Controls costs and thinks in terms of profit, loss and added value. | Strengths matching                             |
| <b>Skills</b>                                  | Ability to work in a political and sensitive environment requiring confidentiality and sound judgement  | Strengths matching<br><br>Assessment/Interview |
|  | Leadership  |  |
|  | Effective resource and financial management/including budget formation  |  |
|  | Strong communication negotiation and analytical skills  |  |
|  | Proven senior team management experience  |  |

| Qualification  |         |           |           |
|--|---------|-----------|-----------|
| Type   | Level   | Essential | Desirable |
| MBA or equivalent or demonstrable equivalent experience in a complex, unionised, large environment | Level 7 | X         |           |

## EXTERNAL RECRUITMENT

|                   | Requirement   | Essential | Desirable | How Identified                     |
|-------------------|---|-----------|-----------|------------------------------------|
| Knowledge /Skills | Thorough understanding of corporate and partnership working                                 | X         |           | Application/ Assessment/ Interview |
|                   | Political awareness and full understanding of issues facing local government.               | X         |           | Application/ Assessment/ Interview |
|                   | Knowledge of related Council services where close partnership working will provide benefits | X         |           | Application/ Assessment/ Interview |
|                   | Skilled in operational transformation and significate change programmes.                    | X         |           | Application/ Assessment/ Interview |

|            |   |   |  |  |
|------------|---|---|--|--|
|            | Experience of working with Trade Unions and undertaking large scale, complex negotiations       | X |  | Application/<br>Assessment/<br>Interview |
| Experience | Sound financial management  | X |  | Application/<br>Assessment/<br>Interview |
|            | Recent experience of working in a relevant area   | X |  | Application/<br>Assessment/<br>Interview |
|            | Experience of developing local partnerships   | X |  | Application/<br>Assessment/<br>Interview |
|            | Proved track record of successful leadership of staff and achievement of targets and objectives | X |  | Application/<br>Assessment/<br>Interview |

Role Profile prepared by/author: Natalie Shaw  
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Date: Sept 17

Resourcing team member: Emma Bolton  
Job title: Recruitment & Resourcing Manager

Date: Sept 17