

## Role Profile

**JOB TITLE:** Assistant Director – Policy and Strategy  
**DIRECTORATE:** Governance  
**REPORTS TO:** Director of Governance  
**DATE:** November 2020

### 1. PURPOSE OF YOUR JOB

To provide strategic management oversight of the services within the remit of this role and play a key role in informing and shaping corporate strategy.

The post holder will also ensure robust and effective performance monitoring, promote strong media and PR activity internally and externally, and provide effective policy and communications support to the Council, including the Chief Operating Officer, Leader of the Council, Executive Members and Corporate Management Team.

### 2. DIMENSIONS

Revenue income	£200,000
Revenue expenditure	£1,158,000
Direct reports	3
Indirect reports	45

### 3. PRINCIPAL ACCOUNTABILITIES

- Proactive delivery of the council's policy, strategy and partnerships function, working collaboratively with the Council's Corporate Management Team and members of the Executive and key stakeholders to respond to local, regional and national drivers as appropriate;
- To provide effective policy and communications support, to the Chief Operating Officer, Corporate Management Team and Executive in the decision making process and in developing Council policy;
- Effective and efficient delivery of all projects and programmes linked with policy, strategy and partnership development;
- Oversee and embed the development and implementation of a carbon reduction strategy for the council which aims to become a carbon neutral city by 2030.
- Effective and efficient oversight of all aspects of the Council's performance management framework including business, economic and demographic intelligence.

- Robust, proactive and effective delivery of a professional and diverse communications. The post holder will also be responsible for PR and marketing function which delivers internal and external communications activity to improve the council's reputation and ensure York's residents, partners, elected members, staff and key stakeholders understand and fully engage with the council's agenda and priorities.
- To support and develop the Council's public affairs programme, in order to ensure the Council is lobbying national and regional partners on behalf of the of residents, businesses and communities in the city.
- Proactively contribute to the strategic management of the Governance Department

#### **4. JOB CONTEXT**

The role supports the Chief Operating Officer and Director of Governance as required in the successful delivery of the key service areas (excluding statutory functions).

The job role is accountable for a number of key service areas:

- Corporate Policy and Strategy
- Business Intelligence
- Climate Change
- Communications and Marketing
- Executive support

The remit covers areas of high profile projects and programmes such as supporting the delivery of the Council Plan, devolution, local government reorganisation and Brexit transition.

The postholderholder will need to work collaboratively with the Corporate Management Team, the Council's Executive, and other Chief Officers to ensure there is a consistent and coordinated approach to partnership working.

The role is part of the Departmental Management Team and the job holder actively contributes to its strategic and operational management to ensure delivery of both Departmental and corporate aims and objectives.

This role is part of the emergency panning rota and the job holder is on call for out of hours emergencies.

This role is an Information Asset Owner and must carry out the responsibilities of an Owner as required and set out in the council's

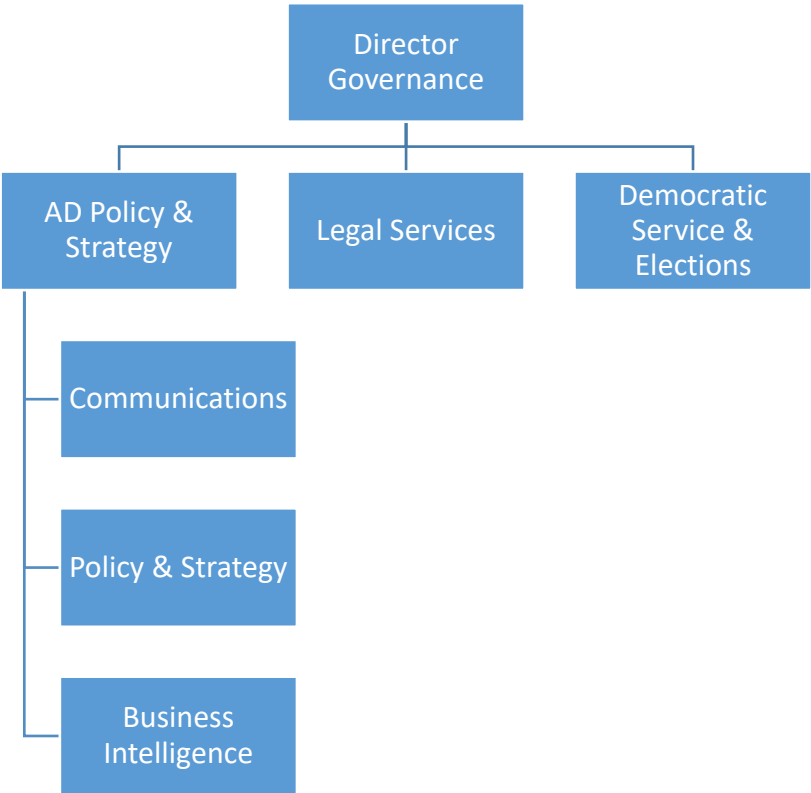
#### **5. IMPACT & INFLUENCE**

This is a strategic role required to proactively deliver a number of key corporate services across the organisation.

The role is expected to be able to strongly influence and act as an ambassador both internally externally with established and emerging stakeholders.

This post will be influential in supporting the Chief Operating Officer, Corporate Management Team, Leader of the Council and the Executive so as to enhance, promote and preserve the Council's global reputation.

**6. ORGANISATION**



**7. COMPLEXITY OF THE JOB**

Balancing the highly political and operational demands of the competing work areas and delivering solutions in often pressured and time limited periods

**8. KNOWLEDGE SKILLS & EXPERIENCE**

The role requires significant experience of senior leadership and management preferably in a political or similar complex organisation.

The postholder will be educated to degree level or equivalent.

The postholder will possess outstanding technical and communication skills and will be able to demonstrate innovative, solution focussed thinking. The postholder will be fully conversant of working effectively within a robust governance framework.

The postholder will be an experienced and driven senior leader who has demonstrable experience of developing and delivering strategies to meet organisation objectives in a complex multi-functional organisation. The postholder must be able to interpret complex information to develop plans and set priorities. Using high level problem solving skills to analyse information and trends, draw conclusions and prioritise decisions to manage risks in often time sensitive periods.

The postholder must be experienced and highly skilled in the management of resources, large and complex budgets with the ability to identify efficiencies and value for money at a corporate and service level.

The ability to lead and motivate people is critical to ensure delivery of results. Outstanding interpersonal skills are needed to influence, negotiate and persuade all key partners both internal and external. Experience of developing collaborative relationships and inter-agency working is also important.

The postholder will be highly politically astute and have experience of working with members.

The postholder will be able to demonstrate robust decision making skills so as to give an assurance of integrity and transparency.

## **9. ADDITIONAL INFORMATION**

This is a politically restricted post.

The postholder will support the Director of Governance to seek innovative ways to maximise opportunities for teams to work together to bring about improved efficiencies and performance in service delivery.

The postholder and its service area will provide support to help deliver the elections as and when required.