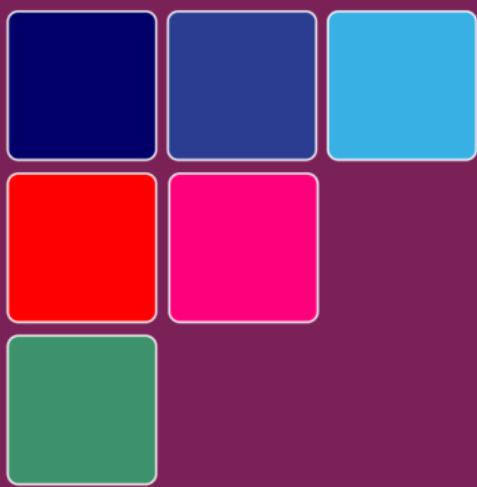


# Associate Director – Economy and Place



# DMBC Operating Model 2024 - Vision:

A community-focused, financially resilient, collaborative, and sustainable council delivering the services required to support and meet the essential needs of residents, businesses, and the local economy.

*Case for Change July 2024*

## Our Values:

Our values describe what we stand for and how we operate, and we expect our values to be lived and role-modelled throughout our organisation.



...we will be one council, building an effective and dynamic organisation

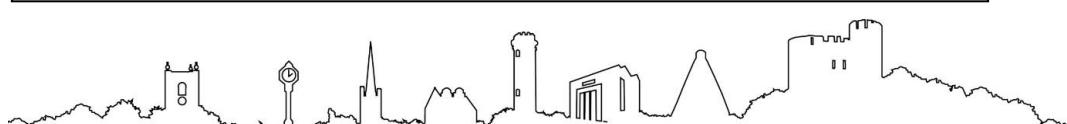
(to be updated 2025)

## Our Associate Directors:

Play a pivotal role in Dudley Council's comprehensive recovery and transformation programme bringing distinct professional skills, drive and leadership that supports our business, our workforce, and our residents.

Take collective accountability for the achievement of corporate priorities and outcomes within agreed resource and time frames, the directors contribute to leading the organisation, provide strategic oversight and are accountable delivery across a range of functions

Support Directors to deliver for Dudley modelling a responsive, resident focused approach and will ensure collaboration to operate as 'one council'.



**Job title:** **Associate Director – Economy and Place**

**Grade/Salary:** £92,995.00 - £104,484.00

**Reports to:** Director – Growth and Infrastructure

**Post Number:** PL398

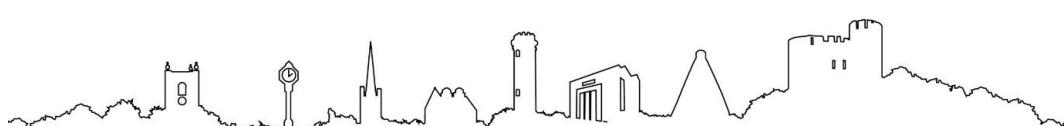
**Role Purpose:**

1. Responsible for any statutory functions within their remit.
2. Part of the Council's Top Leaders Group, support organisational transformation, maximising use of technology/automation and cultivate a high-performance culture focused on continuous improvement, efficiency, and improved customer experience and choice
3. Support the delivery of the Council Improvement Programme, implementation of the new operating model, and ensure all transformation workstreams have clear deliverables to modernise service delivery.
4. Ensure evidence-based decision-making, robust financial management, and model effective leadership behaviours and accountabilities underpinned by adherence to the Nolan Principles, while articulating a compelling vision for change.
5. Lead for planning policy, place shaping/regeneration and their associated resources to enhance community well-being, promote sustainability, deliver key priorities aligned with our vision and ensure proper compliance and effective business operations of the council.

**Key responsibilities:**

1. Supporting the Director in the management of the relevant subset functions within the service area, providing tactical and operational guidance and expertise to meet objectives.
2. Develop and implement strategies for functional areas, translating corporate goals into actionable plans which are underpinned by clear benefits realisation deliverables.
3. Identify and address opportunities and challenges with innovative solutions to enhance community and business outcomes.
4. Take collective responsibility for driving transformation through the Council's new operating model and fostering a workforce adaptable to new working methods.
5. Accountability and leadership for: -

Driving holistic social, economic, and physical regeneration across the borough and its local settlements	Safeguard and enhance the borough's-built heritage, ensuring integration into planning and regeneration.
Planning policy – formulation and implementation of statutory planning documents, including Local Plans, masterplans, and area-based strategies	Developing and delivering strategic plans for town centre revitalisation and economic sustainability.
Coordination of cross-functional teams to deliver regeneration and planning outcomes efficiently and in compliance with statutory requirements	Develop and monitor performance indicators for planning services, regeneration projects, and town centre initiatives.
Driving inclusive economic growth across the Borough to improve life-chances for all residents	Developing and delivering strategic place-plans to deliver town centre and wider place-revitalisation, safeguard heritage assets and ensure sustainability



Leading the development and delivery of a Visitor Economy strategy to raise the profile of the Borough as a Visitor destination.	Coordination of cross-functional teams and partnerships to deliver growth through business support, skills, social/physical regeneration and inward-investment programmes
Establish governance arrangements to manage risk, statutory compliance, and community engagement in place shaping initiatives and ensure heritage, planning, and regeneration policies are consistent with corporate objectives and legal frameworks.	Use evidence and performance data to evaluate impact, inform decision-making, and deliver continuous improvement.
Work in close collaboration with the Corporate Procurement, Commissioning, and Contract Management teams to ensure effective outcomes across all purchasing, procurement, commissioning and contract management activities, aligning provision with needs, robust specifications, achieving best value, and demonstrating measurable impact	Lead transformation of place-based services, embedding community co-design, sustainability, and digital innovation.  Promote integrated regeneration models that combine physical development with economic opportunity and social inclusion.
Contribute to the Council's corporate transformation programme, aligning with the organisation's new operating model and long-term objectives.	

6. Support the Group Director and Directors to: -
  - a. Craft and deliver creative and innovative solutions to improve long term performance, effectiveness and efficiency, ensuring all Council functions are supported to meet the highest standards of governance and delivery.
  - b. Develop and nurture strategic partnerships and relationships with private sector organisations, regional bodies, public & voluntary sector, government and other stakeholders
  - c. Provide advice and insight to senior leaders and Members and other key decision makers as and when required, providing tactical guidance to meet Council objectives.
7. Support the transformation of council functions through technology and innovation, focusing on integration, business process redesign, self-service, and modernisation to reduce costs and enhance customer experiences. Implement and continuously improve the new operating model to deliver high-quality, efficient services with effective governance and team collaboration.
8. Manage designated budgets, ensuring performance management systems are in place to optimise resources and income.
9. Ensure compliance with legal and regulatory standards and promote transparency and ethical standards.
10. Participate in corporate resilience, emergency planning, and business continuity. Build effective relationships and partnerships with stakeholders.
11. Develop clear business plans to support the Council Plan, with governance, performance monitoring, and innovation.
12. Ensure adherence to health and safety policies and legal obligations under the Health and Safety at Work Act 1974 (or relevant local legislation) including Monitoring compliance with legislation, internal policies, and industry standards.

### **Special Conditions:**

This post is politically restricted.

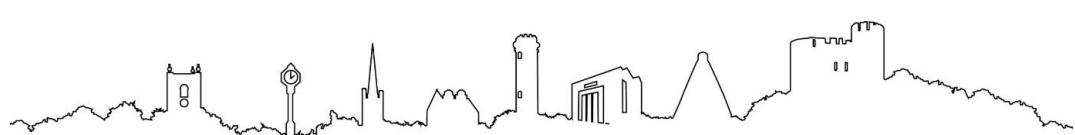
This post may be subject to the DBS checking process.

Driving Licence will be subject to checking with the DVLA. It is a council requirement to have business use car insurance and a valid MOT certificate (for cars over 3 years old).

Prepared by  
Date

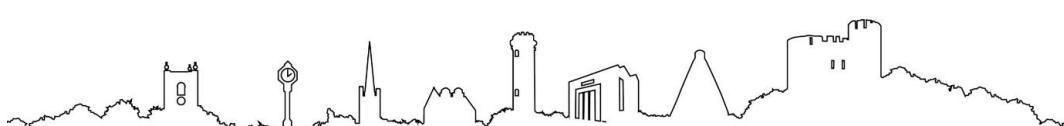
Chief Executive  
30<sup>th</sup> June 2025





## Person specification - Essential criteria:

Qualifications and experience	
1.	Degree level, equivalent education and/or strong evidence of working practice in the appropriate fields and level of role.
2.	Holds a recognised professional qualification within the relevant subject matter
3.	Evidence of continuing professional development
4.	Proven experience in large scale delivery of transformational change
5.	Proven experience at a senior level gained in a large, complex, multidisciplinary organisation of strategic leadership achievement and experience consistently developing strategies and translating them into effective operational delivery plans
6.	Proven management experience at a senior level in a local authority or other large organisation with experience of successfully delivering high levels of customer service in a multi-functional environment
7.	Record of achievement in identifying and effectively managing the risk inherent in the delivery of operational services.
8.	Experience of service redesign and defining services standards and proven track record of delivering customer-focused services in a complex environment.
9.	Demonstrable experience of ensuring high levels of probity, transparency and governance/standards in public life
10.	Proven success in leadership and management of a range of services with multi-disciplinary teams to achieve high performing and significant, sustainable service improvements and outstanding results leading to improved outcomes for service users
11.	Experience of service design and defining service standards
12.	Proven track record of delivering customer focused services in a complex environment
Skills and abilities	
13.	Proven commitment to public service and the ability to champion Equality Diversity and Inclusion and embed these as core standards
14.	Successful track record in the management of large staff groups and motivating them to achieve change in new ways of working



15.	Proven ability to lead by example, act with integrity in alignment with the Council's professional standards, values, and behaviours, consistently modelling these attributes
16.	Politically astute, acting in line with the Nolan principles in public life
17.	Proven ability to communicate and work effectively in partnership with a wide range of internal and external bodies
18.	Proven ability to exhibit skills, tact, diplomacy, persuasion, negotiation, advocacy, and assertiveness and to adapt personal style as required
19.	Excellent relationship management skills, capable of working effectively with a wide range of audiences and displaying a high level of political awareness.
20.	Visible, approachable and accountable for self and others, seeing errors as opportunities for learning.
21.	Driven and self-motivated with a clear sense of purpose
22.	Capable of anticipating and influencing changes to meet service needs, demonstrating both resilience and tenacity under pressure.
23.	Flexible, responsive and resilient to changing demands and priorities
24.	Aware of own strengths and areas needing improvement, with a commitment to addressing these areas.

