Generic Role Profile: Strategic Leadership  Level B - Assistant Director

Role Purpose, Context and Scope:
- Accountable for developing and directing the corporate activities of the Council at a strategic delivery level.
- Horizonscanning 1-3 years; emerging practices and seek out the latest thinking and innovation across their service areas.
- Work with Councillors in setting and delivering the strategic aims and objectives of the Services they lead.
- Provide strong leadership, direction and guidance to senior managers regarding the allocation of resources, risk management, change management and management behaviours within the services they lead.
- To role model the values and behaviours of the organisation so others can see and hear, and learn from you.
- Lead on developing the capability of the workforce so the organisation has the right skills at the right time in the right place.

Indicative Accountabilities:
- To influence and contribute to delivering objectives set out in the Corporate Plan considering the impact of internal and external factors.
- Create and build effective relationships internally and externally with key stakeholders and instil in direct reports the imperative for accountability, responsibility and collaboration with others, for example: Councillors, other Boroughs, the communities we serve and partners.
- Lead and work collaboratively across all service areas with other senior managers (including those from partner organisations and agencies) in order to generate efficiencies.
- Effectively lead and manage staff (set, monitor and evaluate objectives on an annual basis).
- Drive significant cultural change through the corporate infrastructure.
- Be accountable for associated budget and have affordable plans in place to deliver the Medium Term Financial Plan.
- Provide assurance that the services are compliant and performance monitoring is part of the corporate rhythm, and exceptions have robust action plans.
- Lead and work collaboratively across programmes and services areas to ensure effective risk management and organisational resilience, including developing effective procedures to implement the Council’s policy and strategy.
- Be an ambassador for Haringey.

Indicative Performance Measures:
- Effectively lead and manage staff (set, monitor and evaluate objectives on an annual basis).
- Advanced measures from the Medium Term Financial Plan.
- Drive significant cultural change through the corporate infrastructure.
- Be accountable for associated budget and have affordable plans in place to deliver the Medium Term Financial Plan.
- Provide assurance that the services are compliant and performance monitoring is part of the corporate rhythm, and exceptions have robust action plans.
- Lead and work collaboratively across programmes and services areas to ensure effective risk management and organisational resilience, including developing effective procedures to implement the Council’s policy and strategy.
- Be an ambassador for Haringey.

Indicative Dimensions:
- VISIBLE LEADERSHIP – Is a corporate leader, showing teams the strategic direction. Understands individuals, what motivates them and how to get the best from people.
- WORK IN PARTNERSHIP; ONE COUNCIL – Uses initiative to build networks and relationships internally and externally, consulting widely, particularly with residents. Understands the nature of conflict and finds ways to deal with this.
- OPEN COMMUNICATION - Assertive and influential. Maintains a calm and optimistic tone, and has the confidence to challenge and persevere, even in the face of strong opposition. Listens to and shows empathy for different perspectives.

Example Job Titles at Level B:
- Assistant Director
- Director of Adult Social Services
- Programme Director Tottenham

Indicative Knowledge, Qualifications, Skills and Experience:
- Deep knowledge of concepts, principles and practices gained through extensive experience and development in a specific field.
- Degree level or equivalent qualification plus substantial post qualifying in specialised field.
- Membership of appropriate professional body by examination e.g. CIPFA, RICS or evidence of continuing professional development (CPD).
- Excellent communication skills.
- Ability to work with high level internal and external stakeholders.

Haringey Values:
- Lives, and can articulate for others, our values: Human • Ambitious • Accountable • Professional
### Job Specific Profile

**Job Title and Service Area:**

Assistant Director for Regeneration  
Regeneration, Planning and Development Service

**Role Purpose:**

To lead on the strategic development of viable regeneration initiatives across the borough, attracting inward investment and influencing central government policy.

**Main Responsibilities (in addition to indicative accountabilities on generic profile):**

1. Lead and direct regeneration strategy for the Council, ensuring that strategic plans can be turned into a practical reality.
2. Ensure delivery of Council estate renewal strategy.
3. Ensure strategic estate renewals and builds are scheduled appropriately and delivered to agreed specifications.
4. To oversee the delivery of major regeneration initiatives, ensuring appropriate planning, project and contract management is in place.
5. Produce employment and skills strategy for the adult learning service working with external providers and agencies to ensure delivery.
6. Ensure employment and skills programmes are commissioned and delivered to the adult learning service and contracts are managed effectively.
7. Be the leader for the borough for low carbon initiatives.
8. Provide direction and leadership of economic, social and physical regeneration programmes across the Council by gathering and interpreting intelligence and ensuring strategies align to grant specifications.
9. Work collaboratively with counterparts in neighbouring boroughs to drive forward cross-borough regeneration and renewal plans.
10. To provide professional advice to Members and senior management across divisional responsibilities.
11. Work in direct partnership with senior colleagues in adult learning services to provide better more comprehensive service to customers.
12. Work in direct partnership with the Assistant Director for Housing and Chief Executive for Homes for Haringey to ensure operational services are delivered appropriately.
13. Provide advice and guidance to town planners.

**Knowledge, Qualifications, Skills and Experience (in addition to those on generic profile):**

- Educated to degree level or equivalent relevant working experience
- Significant knowledge and understanding of regeneration and economic growth issues in London
- Broad / diverse specialism background e.g., property, planning, regeneration (public or private) construction delivery.
- Managing high value third party contracts

**Dimensions:**

**Functional Areas**

- Housing Investment and Sites
- Economic Development Service
- Haringey Adult Learning Service
- Environmental Resources
- LSCC and Sub-Regional Partnerships

**Organisational Structure (attach as an appendix)