

Job Title: Executive Director of Gateway, Strategy and Engagement

Reports to: Chief Executive

The Executive Director of Gateway, Strategy and Engagement will be a member of the council's Executive Leadership Team (ELT) and will have a role in leading and delivering corporate objectives.

Responsibility for:

Council's front door services; local strategic partnership; community cohesion and engagement; policy & strategy development; equalities function, communications; Gateway & welfare assessment and advice; contact centre and Access Croydon; housing needs and assessment; services; incomes & letting; South West London housing partnership; housing renewal; housing solutions; registrars and bereavement.

Job Purpose:

To provide leadership to cross-cutting initiatives, redesigning services for locality need.

To create effective engagement and communication within the council and with communities, partners and stakeholders.

To manage a large frontline operational staff group and ensure continuous improvement by rethinking service design to meet changing resident needs and public sector responsibilities.

Key Deliverables:

- Lead the transition of services to a delivery model that empowers communities to support and take responsibility for where they live, work and visit.
- Lead the delivery of the council's new gateway hubs in localities ensuring the service offer is relevant to local needs.
- Develop, co-ordinate and implement a policy framework for the council and borough including the identification of links to cross-cutting policy issues and change. Ensure that all strategies are consistent with the Community Strategy.
- Promote effective access services for our residents to develop a joined-up, single view and clear assessment of resident needs; to improve resident experience.

- Ensure that the council meets its statutory responsibilities to priority and non-priority homeless households. Develop housing strategies that empower residents to make informed decisions.
- Minimise the use of temporary accommodation by securing appropriate housing need arrangements and leading the preventative aspects of homelessness in a holistic manner.
- Lead the community engagement function for the borough, including supporting the work of the Local Strategic Partnership (LSP) and related partnerships.
- Lead on the management of relationships with the third sector and faith groups within the borough; ensuring clarity of vision, role and accountability to support high standards of performance.
- Lead the equalities function for the council ensuring that the council's public sector equalities duty is fulfilled and equalities implications of service change are appropriately identified.
- Provide strategic advice to chief officers and cabinet members on media relations issues, attending committees and other meetings as needed. Provide guidance and support to Elected Members to help them translate their political priorities into initiatives that deliver the intended outcomes for residents.
- Develop and manage the press office function, ensuring an excellent quality proactive and reactive service continues to be provided to council departments and enhances the reputation of the council and the borough.
- In collaboration with Learning & Development and Organisational Development, lead on the development of an internal communications and engagement strategy, ensuring all staff are fully involved.
- Provide an effective registrar, bereavement and mortuary service that meets residents' needs.
- Ensure equalities is embedded into all aspects of professional and managerial roles, including service delivery and at all times carry out your duties with due regard to the council's policy.
- Ensure by robust management that the services and staff you are responsible for adhere to the council's health and safety policy and operate within the safety management frameworks.

The list of duties in the job description should not be regarded as exclusive or exhaustive. There will be other duties and requirements associated with your

job and, in addition, as a term of your employment you may be required to undertake various other duties as may reasonably be required.

Your duties will be as set out in the above job description but please note that the council reserves the right to update your job description, from time to time, to reflect changes in, or to, your job.

You will be consulted about any proposed changes.

Statutory Responsibilities:

Meet the council's statutory responsibilities:

- In the allocation of social housing and assessment of homeless people under the Housing Act 1996 and subsequent amendments.
- Housing Act 1996 – setting standards for housing
- Under the Housing Act 2004 in relation to private sector housing

Political Restrictions:

This post is politically restricted and under the Local Government and Housing Act 1989, as amended by the Local Democracy, Economic Development and Construction Act 2009 and the post holder must not have any active political role either in or outside the work.

Delegated Authority:

The post holder is required to be on call as part of a Chief Officer on-call rota.

Key Stakeholder Relationships:

Internal: Councillors, Corporate Leadership Team, and council directors and Head of Service.

External: Government departments, national consultation groups, strategic partners, other local authorities, trade unions, MPs, partner statutory and voluntary sector organisations, professional bodies, Greater London Assembly

Person Specification**Specific Minimum Qualifications and Expertise**

- A professional or management qualification or educated to degree level or demonstrable equivalent experience.
- Evidence of continuing professional, leadership and personal development

Experience

- Significant senior management experience in a local authority or large complex organisation modelling a strong financial and performance culture and constructively building achievement, confidence and skills in others.
- Experience of managing and maintaining strategy, partnership, community engagement & communication, aspects of similar-sized organisations.
- Direct experience or demonstrable understanding of the provision of housing services within a multi-cultural urban community.
- Significant experience and a proven track record of achievement in leading and managing large-scale programmes of change.
- Demonstrable experience of ability to quickly build high levels of credibility and impact, working within networks to deliver through and with others.
- Experience of successful outcomes through working in partnership with a wide range of internal and external stakeholders / bodies including statutory bodies and organisations.

Knowledge and Skills

- Ability to work in a collaborative way to transform service delivery including the ability to manage internal departmental relationships.
- Ability to work successfully with elected members, partners and key stakeholders including residents, businesses, communities, partner organisations and other public services.
- Evidence of being a strong corporate player who will lead, motivate and inspire their teams and build a high-performing culture.
- High level of communication skills to persuade and engage audiences and form positive relationships at all levels (internally and externally).
- Demonstrate an understanding of the sensitivities at operating in a political environment, balancing policy with local needs.
- Excellence in team management and service delivery in relation to strategy communication and community engagement, including the ability to manage internal departmental relationships.
- Commitment to the council's core value and objectives.

Corporate Values

Our values are the base of every job role within Croydon – our values are fundamental in everything we do as a local authority. You are required to demonstrate a commitment to our corporate values and this will be assessed using the criteria below:

One Team: To cross boundaries to work together towards shared goals with colleagues, partners and communities.



- You are strategically innovative in your approach to building and maintaining partnerships, and you and your teams act in a joint enterprise with them. You use your contacts and colleagues to bring teams together.

Proud to Serve: We strive to always do our best for the community, getting the most from limited resources and using taxpayers' money wisely.

- You are proud to be part of the wider Croydon and the contribution you and your teams make to it. You make a difference to people's lives through engagement and you strive to get the best possible value for money for customers.

Honest and Open: We work hard to build trust by treating everyone with honesty and integrity.

- You think through who needs to understand what during communication and take care to communicate detail clearly. You take people's views into account continuously. You trust people, colleagues and staff to do their best and deal with any issues positively.

Taking Responsibility: We encourage and support each other to take responsibility and show what we can do, learning together and recognising each other's contributions.

- You are clear where formal accountability lies and where we can all take responsibility for results. You praise your colleagues for their efforts and ideas and thank them for their contributions.

Valuing Diversity: We make the most of the many perspectives that make Croydon distinctive.

- You treat all staff and customers with equal value and respect. In everything you do, you make good use of the wide variety of background, skills and perspective your teams, the council and the community demonstrate.