

Job Description

Job Title	Head of Place, Culture and Visitor Economy
Grade	EPO25
Reporting To	Assistant Director – Chief Regeneration Officer
JD Ref	CSTRAT0045P(A)

Purpose

To lead the development and oversight of the Council's ambitious regeneration strategy to it deliver a joined-up place-making agenda covering urban design, environmental sustainability, climate change, digital connectivity, transport, infrastructure, public realm, culture and heritage. Ensure that the Council's regeneration strategy supports the Council's ambition to reduce inequalities across the Borough and people focused regeneration.

Main Duties and Responsibilities

Behavioural:

- Enjoy, achieve, create impact, and thrive in the role and organisation.
- Live our values and leadership behaviours in the role and organisation.

Main Duties & Responsibilities:

- Lead the development of a people focused regeneration strategy and embed within working practices across the directorate.
- Lead the development of a Culture and Visitor Economy Strategy aligned to the Council's regeneration priorities.
- Lead the implementation of the suite of regeneration and place-shaping key strategies and area masterplans, to achieve the Council's ambition to regenerate the east of Wirral by creating a well-designed, green, sustainable, waterfront community along the Left Bank of the River Mersey.
- Ensure that regeneration and place-making strategies are aligned with corporate and local priorities in order to achieve the Council's ambition to reduce inequalities across the Borough.

- Manage key functions within the regeneration strategy service including strategic transport, infrastructure, urban design, culture and heritage, so that the service achieves demonstrable high quality, statutory compliance and continuous improvement.
- Champion joint working and lead negotiation across the Council and with partners so that the Council's place-making agenda is collaborative in its design and delivery, drawing upon global best practice and innovation.
- As a senior leader within the Regeneration and Place Directorate actively identify new opportunities for collaborative working, project ideas and funding opportunities which ensure the regeneration programme responds to economic, social and political changes.
- Establish and foster effective working relationships with Elected Members in creating the vision, strategy and delivery priorities for regeneration and place-making, ensuring these agendas are collectively understood, connecting parties as appropriate.
- Manage the large-scale service budgets providing timely, accurate and reliable financial information on financial forecasts. Where pressures arise, proactively work to eliminate these by redesigning services, teams or generating income to ensure a balanced budget.
- Lead the preparation, implementation and monitoring of a service business plan to ensure alignment with strategic and financial planning, ensuring the plan and priorities support the strategic objectives in the Council's Corporate Plan.
- Lead staff engagement within the service to foster a positive culture and behaviours and ensure there is an effective programme of staff development and training which enables the service to deliver its ambition and champion innovation and best practice.

Team Leadership and Management:

- Provide strong leadership, strengthening engagement, growth, culture, innovation, collaboration and performance.
- Assign responsibilities, setting clear expectations, and deliverables to team members and empower them to excel in their roles.
- Through continuous improvement strengthen the tools, practices and impact of the service.

Compliance:

- Adhere to and comply with all relevant corporate policies and procedures including Health & Safety, General Data Protection Regulations (GDPR), Corporate Governance and Code of Conduct.
- Ensure that all service initiatives adhere to relevant legislation, policies and practices.



Other:

- Any other duties commensurate with the grade.

Role Specific Knowledge, Experience And Skills

Qualifications:

- Educated to degree level with experience in regeneration such as place-shaping community regeneration, economic development, town planning and urban design.

Knowledge & Skills:

- Demonstrable technical understanding of at least two of the disciplines within the service, namely master planning, strategic transport, people focused regeneration, infrastructure, urban design, visitor economy, culture and heritage.
- Knowledge and understanding of how all place-shaping disciplines interact and need to be managed to create well-designed, sustainable communities.
- Knowledge and understanding of the role of place-shaping and area-based regeneration in addressing inequalities.
- Excellent relationship management and communication skills to navigate diverse and sometimes conflicting stakeholder views and interests.
- Creative with an innovative, fresh thinking approach, challenging the status quo and bringing ideas to address new and existing challenges.
- Strong collaborator with demonstrable ability to bring people together from across the organisation and senior partners, and to empower individuals and teams to deliver regeneration outcomes.
- Politically astute with experience of working within a political environment.
- **Desirable** – Knowledge and understanding of the relationship between regeneration and planning policy in order to achieve place-making objectives.

Experience:

- Experience of designing and delivering large-scale urban regeneration projects and programmes.
- Experience of managing teams to design and deliver regeneration projects and programmes, including managing team training and development.



- **Desirable** - Experience of leading regeneration projects or programmes within Local Government.
- **Desirable** - Experience of creating funding strategies to deliver regeneration.

Additional Information

- Ability to travel across the Borough and work from various locations.
- Work hybrid, with a flexible working approach to accommodate service needs.
- Expected to work from a fixed location (subject to change).
- On occasion, able to work outside traditional hours, of a weekend and evening as required, adopting a flexible working approach in response to business requirements.

Health & Safety Considerations:

- Lone working
- Work with VDUs (Video Display Unit) (>5hrs per week)

Approved By: Becky Lowry (AD – Chief Regeneration Officer)

Date Of Approval: 06/03/2024

