

Job Description

Job Title	Strategic Senior Manager Libraries & Information Services
Grade	EPO6
Reporting To	Assistant Director – Leisure, Libraries & Customer Engagement
JD Ref	CS&CE0052P

Purpose

As a member of the Assistant Director's senior leadership team within the Neighbourhood Services Directorate, you will effectively lead the delivery of the strategic outcomes for Wirral Council's Libraries & Information Services Portfolio. This Includes the network of Libraries and associated services including Schools Library Service and Home Reader Service.

Deliver a clear vision, provide leadership, and strategic direction to all staff within these services and work across the authority, City Region and internal and external stakeholders and partners, ensuring that Wirral Council meets its aims, core values and outcomes related to the delivery of the Council Plan. Contribute to Corporate and Directorate Strategies and objectives: ensuring that the service provides appropriate representation and contribution to the development and implementation of such strategies.

Lead, manage and develop service areas in accordance with agreed standards and within allocated resources to ensure that the priorities of Wirral Council are delivered, obligations, interests and statutory regulations are protected, and the political and management interfaces operate efficiently. Responsibility for all aspects of delivery of the financial performance of these services including the establishment of robust fiscal and budgetary management processes.

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.

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.

- Through the demonstration of effective visual leadership, support and mentor the service's management team providing guidance, direction, scrutiny and challenge.
- Overall responsibility for the performance, development, health and safety and wellbeing of all officers within the Library Services & Information Portfolio ensuring that robust staff operational performance is maintained to achieve optimised levels of service delivery.
- Develop and implement lean, robust, sustainable management and staffing structures. Foster and deliver a culture that prioritises development and improvement opportunities through appropriate delegation, mentoring and coaching of staff.
- Develop and implement coherent strategies and policies to better meet the needs of all customers of the service. Ensure that all relevant statutory duties within the scope of the post and across the Council (where applicable) are effectively discharged.
- Through strong leadership, drive forward the development, direction, continual evolution and modernisation of the service strategies to ensure all Corporate and Directorate Business Plans outcome objectives are met.
- A requirement to deputise for the Director/Assistant Director and represent the Directorate at council / committee meetings, seminars, conferences, and other events: both internal and external to the Council when appropriate

Communication, Engagement and Training:

- Strengthen and raise the profile of the service, acting as the figurehead, relationship builder and networker both internally and externally to meet and expand all opportunities.
- Responsibility for the training and development of the management team ensuring business continuity and succession planning. Maximise opportunities throughout the service for the creation of social value through employment including apprenticeships, graduate placements, and work experience. Embed the principle of community wealth creation through this and other activities within the service including supply chains and commissioning activity.
- Represent Wirral's interests in initiating, promoting, and developing effective working relationships internally and externally, with other directorates within the Council and external agencies, partners and stakeholders including, but not restricted to, Libraries Connected, DCMS, The Arts Council, Central Government, Public Health / other health partners and any appropriate other stakeholders as and when required.
- Participate in and contribute to key projects on corporate areas of activity involving Council-wide/cross-Portfolio strategies, which promote innovation and creativity in the provision of Council Services. Lead on the implementation of key projects impacting on service/portfolio and Council wide areas of activity, which promote innovation and creativity and financial stability in the provision of Council services.
- Demonstrate an understanding of the wider environments within which the Council operates, including political and economic impacts, technological advances, and strategic commissioning to promote innovative service models and deliver the best value for public money. Pursue best practice and value for money for the service through the establishment of effective systems of governance and accountability, target setting, performance management and procurement. Demonstrate a strong commercial awareness and the ability to balance this alongside competing council priorities.



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Data Analysis and Decision-Making:

- Drive a customer ethos in all services areas ensuring that the use of data and insight informs activities and priorities which contribute to the social value and wellbeing of Wirral. Understand and adapt to customers' changing needs by ensuring the development and delivery of good quality public services and a Council-wide culture of customer responsiveness.
- Act as lead stakeholder on any service-related Capital Development and Investment projects, or where capital projects across Council directorates affect the interests of the service and require co-ordination and representation, including but not exclusively to identification and realisation of opportunities to provide for the co-location / integration of any other internal or external services within the service.
- Responsible for the preparation and presentation of reports to elected members, senior officers, or any other appropriate stakeholder group, relating to the activity of any area of the service. Supporting the work of Elected Members at a strategic level, providing regular reports and briefings at all stages of the decision-making process.

Performance Management:

- Ensure the design, development, delivery, and management of Wirral Council's Libraries Services & Information Portfolio offer is fit for purpose and adapts to meet the requirements of an evolving operating environment.
- Drive forward business growth and transformation through the effective leadership of the management team/s, mentoring and coaching their professional development through SMART (Specific, Measurable, Achievable, Realistic, Targets) goal setting
- Responsible for ensuring the production of all required strategies, annual reports/business plans as required by the relevant service Assistant Director, ensuring that all key strategic business plans align with all relevant corporate requirements
- Responsible for effective financial management including all income, expenditure, and capital budgets, delivering a cost-effective use of resources. Monitoring income and expenditure and performance indicators ensuring commercial income is maximised and costs are controlled to resolve any variances, provide best value, value for money and lean service delivery in all activities.
- Ensure the continuous design, development, implementation, monitoring, and reporting of a comprehensive suite of meaningful performance indicators to inform timely performance of the service across all areas of business, ensuring that any such measures remain appropriate and relevant to the outcomes 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.
- Lead the management team to embed a culture of business risk awareness (both internally and externally) and effectively manage these through the establishment of appropriate governance and audit systems.
- Responsible for ensuring the service fulfils and complies with all legal, statutory, and regulatory duties and responsibilities.



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- Accountable for operational, strategic, statutory, and non-statutory compliance throughout all areas of the Library Services & Information Portfolio including the recording, reporting and monitoring of all risks associated with the service taking advice and guidance on mitigation from multiple services where appropriate including Finance, Legal, Human Resources (HR) and Health & Safety.
- Ensure that all service initiatives adhere to relevant legislation, policies and practices.
- As a Chief Officer of the Council, meet all legal responsibilities in relation to the health and safety obligations set out in the Council's health and safety policy.
- As a Chief Officer of the Council, actively promote and role model the Council's targets and aspirations, in relation to climate change and reducing carbon emissions.

Other:

- Any other duties commensurate with the grade.

Role Specific Knowledge, Experience And Skills

Qualifications

- Qualifications and experience relevant to the realm of expertise required for the role (minimum Degree or significant managerial experience in a similar environment)
- Evidence of Continuing Professional Development (CPD)

Knowledge & Skills

- Excellent understanding of best practice and continuous improvement agenda.
- Resilience in the face of strong opposition to service position and often conflicting priorities.
- Understands and can demonstrate a commitment to excellent customer service and the establishment of effective performance measures and a performance culture that has achieves significant outcomes for service users.
- Demonstrate strong analytical skills and problem-solving capabilities.
- Evidence of an ability to scan the long-term horizon and understand implications of broader trends for the service and its role within Wirral.
- An innovative and inclusive leader who motivates and generates enthusiasm in others with an ability to motivate and mentor staff, providing coaching and support.
- Ability to work to tight deadlines and effectively manage conflicting priorities.
- Excellent interpersonal communication skills, with the ability to develop long term external relationships. Flexible, creative, and innovative approach to working in a variety of contexts both formal and informal.

Desirable

- *Knowledge and understanding of the Council's policies and strategies.*
- *Well-developed knowledge and experience in the governance and constitutional processes of the Council, including preparation and presenting reports to Cabinet and Committees*



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Experience

- Significant management experience, demonstrating the ability to operate at strategic level delivering outcomes within operational, customer focussed information services or comparable business environment together with experience in the preparation, delivery and successful implementation of strategies and business plans.
- Experience of working effectively in a political environment, working with elected members and in cooperation with the public sector, third sector and private sector partners and stakeholders.
- Considerable experience in the delivery of transformational change at a senior level in a large multi-disciplinary organisation.
- Experience of understanding and applying legislation, regulations, and procedures in a complex service.
- Highly developed knowledge and professional experience in:
 - negotiation and collaboration with Trade Unions, contractors, developers, external agencies and other local or government authorities in the delivery and improvement of infrastructure and services.
 - The management of health, safety and welfare for employees, contractual arrangements, and the public.
 - The management of large, complex revenue and capital budgets
- Experience of producing and delivering effective presentations
- Evidence of a commitment to delivering excellent customer service.

Desirable

- *Experience in developing, writing, and managing contracts.*
- *Experience in managing commissioning strategies*
- *Experience of working within public sector partnerships*

Additional Information

- Ability to travel across the Borough and work from various locations.
- Work hybrid, with a flexible working approach to accommodate service needs.
- 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:

- Work with VDUs (Video Display Unit) (>5hrs per week)
- Vocational Driving

**Approved By: ANDREW MCCARTAN – Assistant Director:
Leisure, Libraries & Customer Engagement**

Date Of Approval: 20/06/2025



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