

Head of Asset Management Applicant Recruitment Pack

Sefton is a really great place to live and work



Welcome

Hi,

We would like to thank you for your interest in the Head of Asset Management role within Sefton Council's Property and Strategic Asset Management Team.

We are seeking an exceptional leader who can shape the future of Sefton's land and property portfolio. Our assets play a vital role not only in the delivery of council services but also in the wider economic, environmental and social ambitions for our borough. As we continue to modernise, optimise and strengthen the effectiveness of our estate, this role will be central to driving innovation, professional excellence and long-term transformation.

As our senior asset management specialist, you will guide high-impact programmes including disposals, acquisitions, regeneration-enabling activity, income growth, and estate optimisation.

I am delighted that you are considering joining us at this exciting stage of our strategic journey. We value colleagues who act with purpose, lead with confidence, and bring fresh thinking to complex challenges. If you share those qualities, and you are motivated by the opportunity to make a tangible difference to the borough, I warmly encourage you to apply.

The Job Description and Person Specification for this role are included within the job pack. If you have any questions about the vacancy, please refer to the job pack for the appropriate contact details.

Best of luck!

Lauren Reynolds MRICS
Assistant Director – Property and Strategic Asset Management



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About the Borough of Sefton

Sefton is a confident and well-connected Borough, stretching from Bootle in the south to the coastal resort of Southport in the north. Home to more than 275,000 residents, Sefton encompasses a range of vibrant towns and communities, including Bootle, Litherland, Seaforth, Crosby, Formby, Maghull and Southport.

It is a fantastic place to live and work. As the northern-most Borough within the Liverpool City Region, Sefton offers a unique blend of beautiful coastline, countryside, attractive villages, thriving industrial areas and the busy Port of Liverpool.

With 22 miles of stunning coastline, Sefton is a leading coastal destination with a growing visitor economy. It is home to the iconic Antony Gormley *Another Place* installation, expansive beaches and protected sand dunes that support several rare species.

While each town and village has its own distinctive character, it is the people of Sefton who make the Borough truly special, creating diverse, welcoming and energetic communities in which to live, work, invest and visit.

Alongside its miles of golden sands, Sefton offers those who work here access to a world-renowned racecourse, prestigious golf courses, and National Trust nature reserves, ideal places to unwind, explore and enjoy leisure time.

The Borough benefits from excellent transport links, providing easy access to major North West cities including Liverpool and Manchester, and placing the Lake District and North Wales within reach for weekend breaks.

Whether you prefer vibrant town centres, friendly commuter towns, picturesque villages or stunning rural and coastal locations, Sefton offers a place to suit everyone. With house prices and rents typically lower than in neighbouring Liverpool and Manchester, you can enjoy coastal living while still being close to the buzz of city life.



Our Vision and Values

At Sefton Council, our vision is to deliver high-quality services that make a real difference to the lives of our residents, visitors, and communities. Everything we do is guided by a strong set of values that shape how we work and interact:



- **We put people at the heart of what we do** – ensuring our services are responsive, inclusive, and focused on improving lives.
- **We listen, value, and respect each other's views** – fostering a culture of collaboration and mutual respect.
- **We develop a culture of challenge, ownership, innovation, and improvement** – encouraging creativity and continuous development.
- **We are ambassadors for Sefton** – promoting the Borough positively and proudly representing our communities.
- **We are responsive and efficient** – delivering services that are timely, effective, and customer-focused.
- **We are clear about what we can and cannot do** – being transparent and honest in all our communications and actions.

These values underpin our commitment to excellence, inclusivity, and innovation, ensuring that Sefton remains a great place to live, work, and visit.

Our Successes and Key Projects

Sefton Council is proud of its recent achievements and ongoing commitment to delivering high-quality services. Our Adult Social Care services were recently graded Good by the Care Quality Commission (CQC), and our Children's Services also



achieved a Good rating from Ofsted. These successes reflect the dedication and professionalism of our teams and our focus on continuous improvement.

Alongside these achievements, Sefton Council is actively delivering a range of major capital projects that will transform the Borough and stimulate economic growth. These include the Marine Lake Events Centre in Southport, the Strand Shopping Centre redevelopment in Bootle, and exciting developments such as the Cove Resort and Enterprise Arcade in Southport. We are also proud to support cultural and community initiatives like Salt and Tar, Bootle's vibrant events space, which hosts live music, comedy, and family-friendly activities, bringing people together and boosting the local economy.

These projects form part of our strategic investment programme to attract private sector-led development and create vibrant spaces for residents and visitors. We work closely with local communities to ensure these projects reflect their needs and foster a sense of ownership and pride.

For more information on these projects and to stay updated on progress, visit the Sefton Council website at www.sefton.gov.uk

An Inclusive Workplace

We are committed to fostering an inclusive Council that reflects the diverse communities we serve. Our workforce brings a wide range of experiences and perspectives, and we value an environment where everyone feels respected, supported, and able to reach their full potential.

Sefton is proud to be the first local authority in the Liverpool City Region to achieve **Navajo** accreditation, recognising our commitment to LGBTQ+ inclusion. We are also a Disability Confident employer and continue to build a workforce that represents our communities.

We support several staff networks, including groups for Black and Ethnically Diverse colleagues, LGBTQ+ staff, women, disabled employees, and a Christian Workplace Group.

As an Equal Opportunities Employer, we base recruitment solely on skills, experience, and suitability for the role. All applicants are treated fairly, and we have also recognised 'care experienced' as a protected characteristic within Sefton.



For more information, please refer to our [Equality, Diversity and Inclusion Strategy](#)

Liverpool City Region Fair Employment Charter



Sefton Council is proud to support the Liverpool City Region Combined Authority Fair Employment Charter, an initiative that promotes fair, healthy, inclusive, and just workplaces across the region. The Charter celebrates good employers and encourages the highest standards in employment practice, including fair pay, secure work, opportunities for progression,

strong employee voice, and a commitment to staff wellbeing. By aligning with the Charter, we demonstrate our dedication to providing a fair day's pay for a fair day's work and to fostering an equitable and supportive working environment for all colleagues.

What We Can Offer You

- A supportive and collaborative working environment.
- An agile approach to working.
- Opportunities for professional development and career progression.
- A role where your work makes a real difference across the organisation.
- Flexible working arrangements supporting work-life balance.
- A strong commitment to equality, diversity, and inclusion.

You will benefit from a comprehensive local government employment package which includes the following:



- Competitive salary in line with NJC Local Government Pay Scales.
- Membership of the Local Government Pension Scheme (LGPS), providing a secure, defined benefit pension with employer contributions.

Annual Leave and Work-Life Balance

- Generous annual leave entitlement, 28 days annual leave rising to 33 days with 5 years continuous service.
- Additional public (bank) holidays.
- Flexible working options to support a healthy work-life balance, subject to service needs.
- Option to purchase additional annual leave.

Learning, Development and Career Progression

- A comprehensive induction programme.
- Access to a wide range of training, apprenticeships, learning, and development opportunities.
- Support for professional development and role related qualifications.
- Opportunities to develop your career within a large and diverse local authority.

Health, Wellbeing and Support

- Enhanced sick pay scheme.
- Employee wellbeing initiatives and access to occupational health support.
- Policies that promote physical and mental wellbeing in the workplace.

Family-Friendly and Inclusive Policies

Our family-friendly policies and flexible working arrangements help staff maintain a healthy work-life balance.

- Family friendly policies, including enhanced maternity, paternity, adoption, neonatal care and special leave to support with time off work to deal with issues when life events happen.
- A strong organisational commitment to equality, diversity, and inclusion.
- Reasonable adjustments and support to enable disabled employees to thrive.



Foster Friendly Employer Commitment

Sefton Council is proud to be a *Foster Friendly* organisation as recognised by The Fostering Network. We actively support employees who are foster carers or who are applying to foster by offering flexible working arrangements, paid time off for fostering-related meetings and training, and a workplace culture that recognises the vital role foster carers play in our communities.

This commitment helps ensure carers can balance fostering responsibilities alongside career, and reflects our dedication to supporting children, families, and those who care for them.

Additional Benefits

- Access to salary sacrifice and employee benefit schemes (where applicable).
- Opportunities to contribute to meaningful work that supports local communities.
- A supportive, values led organisational culture.
- Free parking at office bases (dependent upon the work location).

About the Role

The postholder will act as Sefton Council's strategic lead for Asset Management, and will be responsible for maximising the financial, social and strategic value of the Council's land and property assets. The postholder will lead high-complexity commercial transactions, including disposals, acquisitions, leases, development agreements, land assembly and regeneration-enabling activity. As Sefton's senior asset-management expert, the role drives the delivery of capital receipts, portfolio performance, estate optimisation and long-term investment strategies.

The key responsibilities include:

- Lead the planning and execution of major acquisitions and disposals, taking responsibility for the capital receipts pipeline over the coming 3-5 years and beyond.
- Management of the Council's extensive property portfolios to maximise utilisation and income generation.
- Ensure effective budget planning and management for service budgets, and that effective controls are in place to deliver a balanced budget and address budget pressures.
- Provision of a professional property service, providing assurance, valuation and property advice; ensuring statutory requirements are met; and protecting the Council's property interests.



- Take a lead and be responsible for developing and implementing the service plan and drive continuous improvement initiatives through leading and contributing to cross Council projects, collaborative working with partners and supporting Directorate management teams.

This role suits someone who is passionate about delivering excellent outcomes for the borough, someone who is committed to maintaining high standards, and confident working both independently and collaboratively to support the delivery of the organisations key objectives.

Please see **Appendix A (page 10)** for a full copy of the Job Description and Person Specification.



Top Tips on How to Apply

Submitting a strong application gives you the best chance of progressing to the next stage of the recruitment process. The following guidance applies to all roles and will help you prepare a clear, compelling application:

1. Read the Job Description and Person Specification Thoroughly

- Make sure you understand the key duties, expectations, and essential criteria.
- Use the person specification as your guide when writing your application.

2. Provide Clear Evidence of Your Skills and Experience

- Show *how* you meet the criteria using specific, real examples.
- Consider using the **STAR method** (Situation, Task, Action, Result) to structure your responses.

3. Tailor Your Application

- Avoid generic statements. Focus on experience that directly relates to the role you are applying for.
- Demonstrate how your strengths align with the organisation's values and priorities.

4. Highlight Your Achievements

- Include examples of work you are proud of or significant contributions you have made in previous roles.
- Emphasise impact – improvements, efficiencies, positive outcomes, or innovations.

5. Be Clear About Qualifications and Training

- List all relevant qualifications and professional training, including dates and awarding bodies.
- If you are working towards a qualification, include expected completion dates.

6. Showcase Transferable Skills

- Skills such as communication, teamwork, problem-solving, digital literacy, and organisation are valuable across all roles.



- Provide examples that demonstrate these effectively.

7. Check Your Application Carefully

- Review your responses for clarity, spelling, and completeness.
- Ensure all sections of the application form have been filled in fully.

8. Submit Your Application Before the Deadline

- Note the closing date and allow plenty of time to prepare your application.
- Late submissions usually cannot be considered.

9. Prepare for Potential Next Steps

- If shortlisted, you may be invited to an interview, assessment task, or presentation.
- Be ready to discuss your experience, approach to work, and examples of how you meet the role's requirements.

Application and Selection Information

The closing date for this vacancy is **Friday 27th March 2026** (or earlier in the event of high volume of applications being received).

Provisional interview dates are Tuesday 14th April 2026.

We are an Equal Opportunities Employer; all candidates will receive equal treatment. Our decision to appoint will be based upon whether an individual's skills, experience, qualifications, and abilities make them the most suitable candidate for the role.

All disabled and care experienced applicants will be offered an interview where they meet all essential criteria on the person specification.

Please ensure that you meet all the essential criteria outlined in the person specification before submitting your application. Only applicants who demonstrate that they meet all essential criteria will be considered and invited to interview.



Appendix A – Job Description and Person Specification

Post:	Head of Asset Management
Directorate:	Regeneration, Economy and Assets
Location:	Magdalen House, Bootle, L20 3NJ
Division:	Property and Strategic Asset Management
Post:	Head of Asset Management
Grade:	HAY 5 £72,859 to £79,930
Reporting to:	Assistant Director, Property and Strategic Asset Management

Purpose of the Role

To act as Sefton Council's strategic lead for Asset Management, responsible for maximising the financial, social and strategic value of the Council's land and property assets. The postholder will lead high-complexity commercial transactions, including disposals, acquisitions, leases, development agreements, land assembly and regeneration-enabling activity. As Sefton's senior asset-management expert, the role drives the delivery of capital receipts, portfolio performance, estate optimisation and long-term investment strategies.

MAIN DUTIES

- Lead the planning and execution of major acquisitions and disposals, taking responsibility for the capital receipts pipeline over the coming 3-5 years and beyond.
- Act as primary liaison on legal matters, both with in-house and external lawyers and provide advice in relation to the Landlord and Tenant Act and other legislation relating to property.
- Work with colleagues from within the Property and Strategic Asset Management team, and the wider council, to procure contracts related to the service delivery for Strategic Asset Management.
- Act as the primary lead and contract manager for the property management and asset management function of the Strand Shopping Centre.
- Work cross-functionally with internal departments and external agencies to secure planning approvals, funding contributions, and statutory compliance as required.
- Management of the Council's extensive property portfolios to maximise utilisation and income generation.
- Ensure effective budget planning and management for service budgets, and that effective controls are in place to deliver a balanced budget and address budget pressures.



- Management of a number of substantial budgets within assigned service area through effective delegation and shared decision making demonstrating sound financial scenario planning and a cost conscious approach to the development of business cases to support service transformation. You are required to have a thorough understanding of the issues facing the Council within its economic, business, cultural and political environment.
- Motivate, develop and coach staff within the service to ensure proactive work programme management and successful achievement of desired outcomes.
- Provision of a professional property service, providing assurance, valuation and property advice; ensuring statutory requirements are met; and protecting the Council's property interests.
- Take a lead and be responsible for developing and implementing the service plan and drive continuous improvement initiatives through leading and contributing to cross Council projects, collaborative working with partners and supporting Directorate management teams.
- Overseeing the collection of income from the Council's commercially let estate and other property transactional activity.
- Take ownership of the disposals programme delivery and performance outcomes.
- Integrate asset strategy with regeneration, housing, climate and economic programmes.
- Support the Assistant Director with the delivery of the Corporate Landlord Model, including both considering the needs for centralisation and rationalisation of the portfolio.
- Lead the team responsible for valuation, disposals, acquisitions, rent reviews and asset performance management.
- Accountability for portfolio income, capital reinvestment strategy, and commercial optimisation.
- Working alongside Senior Leadership Board members to communicate effectively with elected members, senior officers, partners, and the public.
- Provide strategic advice to Cabinet, senior officers, and committees.
- Acting with resilience, professionalism, and a commitment to quality and outcomes.
- Modelling behaviours that support collaboration, innovation, and continuous improvement.
- Promote a culture focused on outcomes, learning, and quality service delivery.
- Provide constructive challenge and support to ensure performance and compliance.
- Foster respectful, transparent, and values-led working relationships.
- Consistently communicate and act with integrity, positivity, and a customer-first mindset.
- Encourage innovation and creative problem-solving in service delivery.
- The duties outlined are not meant as an exhaustive list and will also comprise any other duties within the spirit of the post commensurate to the grade.



SPECIAL CONDITIONS

- Occasional work outside normal hours may be required.
- A flexitime scheme is currently in operation.

GENERAL REQUIREMENTS

This job description is a representative document. Other reasonably similar duties may be allocated from time to time commensurate with the general character of the post and its grading.

All staff have a duty to take care of their own health & safety and that of others who may be affected by your actions at work. Staff must co-operate with employers and co-workers to help everyone meet their legal requirements.

The Authority has an approved equality policy in employment and copies are freely available to all employees. The post holder will be expected to comply, observe and promote the equality policies of the Council.

Since confidential information is involved with the duties of this post, the postholder will be required to exercise discretion at all times and to observe relevant codes of practice and legislation in relation to data protection and personal information.

The appointed person will be expected to work flexibly and the exact nature of the duties described above is subject to periodic review and is liable to change.

The appointed person will be expected to undertake, and participate in training, coaching and development activities, as appropriate to the role.

Note: Where the postholder is disabled, every reasonable effort will be made to support all necessary aids, adaptations or equipment to allow them to carry out all the duties of the job.

PERSON SPECIFICATION

Post: Head of Asset Management

Department: Property and Strategic Asset Management

Personal Attributes Required	Essential (E) or Desirable (D)	Method of Assessment
Qualifications		
Degree in a relevant discipline (Real Estate Management, Commercial Surveying etc)	E	AF/C
Membership of the RICS or related professional body.	E	AF/C
Leadership Qualification such as ILM Level 5 or above, or equivalent.	D	AF/C
Experience		
Senior leadership experience in managing a number of substantial budgets within assigned service area through effective delegation and shared decision making.	E	AF/I
Proven track record of leading a corporate asset strategy and shaping long term investment plans.	E	AF/I
Strong experience of working closely with lawyers on property related matters, including the application of the Landlord and Tenant Act.	E	AF/I
Demonstrable experience of leading multi-disciplinary teams, setting direction, driving performance and delivering results.	E	AF/I
Experience of procuring contracts under the public procurement guidelines and managing subsequent contracts for the lifetime of the contract.	E	AF/I
Strong experience working with senior stakeholders, including elected members, corporate leadership teams and external partners.	E	AF/I



Experience in overseeing and managing significant commercial investments, including acquisitions, aspects of which would include associated financial planning, and cost-conscious business case development.	E	AF/I
Skills & Knowledge		
Evidence of continuous professional development.	D	AF/I
Excellent strategic thinking, decision making, and problem solving skills.	E	AF/I
Highly developed communication, negotiation and influencing skills, with confidence working at senior political and corporate levels.	E	AF/I
Behaviours and Attributes		
Commitment to high-quality service delivery, customer-focused outcomes and professional excellence.	E	AF/I
Commitment to equality, diversity, inclusion and ethical decision-making.	E	AF/I
Willingness to work flexibly across the borough, including occasional evenings or weekends in line with project demands.	E	AF
Commitment to maintaining and promoting health & safety, safeguarding, data protection and other statutory responsibilities.	E	AF/I

Assessment Methods

AF: Application Form

I: Interview

C: Certificates

Prepared by: Lauren Reynolds

Date: 13th March 2026

