

Corporate Geographic Information Systems (GIS) Manager

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 Corporate Geographic Information Systems (GIS) Manager role within Sefton Council's Business Intelligence & Performance Team.

This is an exciting and rewarding opportunity for someone who thrives on being organised, is approachable and wants to be at the heart of a busy and varied working environment.

You'll play a key role in effective management and efficient use of spatial datasets for Sefton Council, supporting operational leaders in the use, management, and development of spatial data resources and development of appropriate strategies, policies, and systems supporting GIS within the Council, and informing strategic decision making.

As a person, if you're someone who enjoys helping others, takes pride in delivering high-quality support, and brings energy, adaptability, and a genuine passion for making a difference, we'd be delighted to hear from you.

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.

If, when you've finishing reading this pack, you like what you see, and Sefton's Vision and Values align to yours then we can't wait to hear from you.

Roger Robinson
Service Manager: Business Intelligence & Performance



Contents

About the Borough of Sefton	1
Our Vision and Values.....	2
Our Successes and Key Projects	2
An Inclusive Workplace	3
Liverpool City Region Fair Employment Charter	4
What We Can Offer You.....	4
About the Role	6
Top Tips on How to Apply	9
Application and Selection Information	10
Appendix A – Job Description and Person Specification	11



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

This is a new role at the heart of the Council which will be supporting the development of a corporate strategy to fit in with our transformation agenda and to support services across the Council embed and develop their approaches to spatial data. Some areas are highly experienced and skilled, and some are nascent and it is here that the GIS Manager will be able to bring their skills to bear to guide and support services on their spatial data journey.

You will work with services and stakeholders to ensure best practice and assist in the management and procurement of spatial data assets. In addition, you will play a crucial role in supporting our development of spatial data management and dissemination internally and to the public.

You will also provide ad-hoc GIS and mapping analytical support to the Business Intelligence & Performance Team and others across the Council.

This role requires someone who thrives in a dynamic environment, can anticipate needs and has an organised approach to managing different priorities.

The key responsibilities include:



- Responsible for the development, maintenance, and implementation of an effective Spatial Data Strategy and underpinning operating processes ensuring spatial data is leveraged effectively to meet business objectives.
- Provide expert knowledge to service leaders on standards, technology, benefits, practice improvement, and projects relating to spatial data and GIS.
- Define the strategic direction for GIS, aligning initiatives with organizational goals and advocating for the value of geospatial insights to senior executives.
- Oversee the integration of GIS with other enterprise systems such as ERP, CRM, and asset management platforms.
- To support the management and maintenance of the GIS datasets necessary for an effective and efficient operation of the Council.
- To manage and maintain underpinning/strategic GIS datasets required by all areas of the Council including key Ordnance Survey products such as MasterMap Topology & Imagery, AddressBase, Terrain and Networks; wider datasets such as administrative boundaries; and local intelligence datasets such as Local Plan, Schools, GPs, Care Homes, etc.
- To liaise with database suppliers to ensure early resolution of issues with GIS datasets to ensure effective operations including accurate spatial searches and regular updates to base maps and their associated gazetteers.
- To liaise with Sefton's corporate ICT and other Council GIS staff to ensure best practice is adopted regarding GIS datasets and spatial data strategies.
- To share and receive data effectively across Council services together with external bodies such as the Liverpool City Region Combined Authority.
- To share data effectively to support project delivery and any accelerated delivery vehicles in their work.
- To present data to support project delivery in a variety of easily digestible, accurate and accessible formats.
- Undertake spatial analysis of data to support project delivery.
- Provide training and support to colleagues in the use of GIS and data management.
- To document how data is stored, managed and updated to build resilience and support business continuity across Council departments.



- Take all necessary steps to ensure that the provisions of the General Data Protection Act and related legislation are observed together with copyright legislation relating to the Council's spatial data assets.
- Lead the implementation of spatial data frameworks and standards (e.g., UK Gemini, BS7666, INSPIRE). Ensure all data handling complies with GDPR and the Transparency Code.
- To ensure that data is shared and utilised effectively and appropriately in decision making.
- Support the best utilisation of GIS from strategic objectives and annual planning priorities, through sub-directorate structures to service level by meeting with Heads of Service, Service Managers and Operational Teams to maximise utilisation of spatial datasets.
- Promote a consistent approach to GIS and spatial data management across all levels of the Council.
- Work closely with the Local Land and Property Gazetteer (LLPG) and Street Naming and Numbering.
- Support the publication of Open Data using INSPIRE standards.
- Act as the "GIS Champion," promoting the use of geospatial insights across departments to improve service delivery and evidence-based policy making.
- Represent the authority in regional and national groups, such as those related to the Public Sector Geospatial Agreement (PSGA).
- Manage and supervise the GIS Officer role.

Please see **Appendix A** 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 **26th April 2026** (or earlier in the event of high volume of applications being received).

Provisional interview dates are **6th and 7th of May 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

JOB DESCRIPTION

Department: Strategic Support – Business Intelligence & Performance

Location: Magdalen House, Bootle / Agile

Post: **Corporate Geographic Information Systems (GIS) Manager**

Grade: Grade J

Accountable to: Service Manager: Business Intelligence & Performance

Accountable for: GIS Officer

JOB PURPOSE

To be responsible for the effective management and efficient use of Geographical Information Systems (GIS) datasets for Sefton Council.

The GIS manager is responsible for supporting Sefton Council's strategic and operational leaders in the use, management, and development of spatial data resources and development of appropriate strategies, policies, and systems supporting GIS within the Council, and informing strategic decisions. The GIS manager is further responsible for advising and supporting others to undertake spatial data analysis, and to produce detailed and concise written reports, to get the greatest insight from the Council's data.

MAIN DUTIES

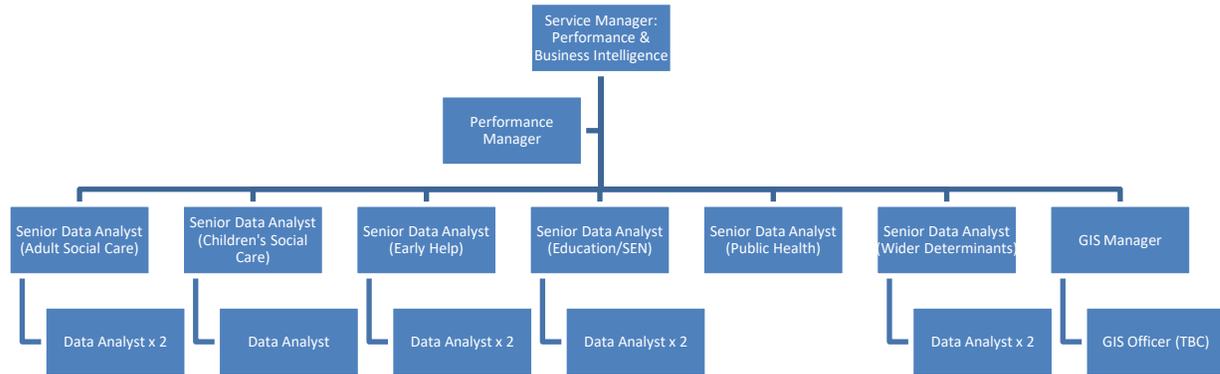
1. Responsible for the development, maintenance, and implementation of an effective Spatial Data Strategy and underpinning operating processes ensuring spatial data is leveraged effectively to meet business objectives.
2. Provide expert knowledge to service leaders on standards, technology, benefits, practice improvement, and projects relating to spatial data and GIS.
3. Define the strategic direction for GIS, aligning initiatives with organizational goals and advocating for the value of geospatial insights to senior executives.
4. Oversee the integration of GIS with other enterprise systems such as ERP, CRM, and asset management platforms.
5. To support the management and maintenance of the GIS datasets necessary for an effective and efficient operation of the Council.



6. To manage and maintain underpinning/strategic GIS datasets required by all areas of the Council including key Ordnance Survey products such as MasterMap Topology & Imagery, AddressBase, Terrain and Networks; wider datasets such as administrative boundaries; and local intelligence datasets such as Local Plan, Schools, GPs, Care Homes, etc.
7. To liaise with database suppliers to ensure early resolution of issues with GIS datasets to ensure effective operations including accurate spatial searches and regular updates to base maps and their associated gazetteers.
8. To liaise with Sefton's corporate ICT and other Council GIS staff to ensure best practice is adopted regarding GIS datasets and spatial data strategies.
9. To share and receive data effectively across Council services together with external bodies such as the Liverpool City Region Combined Authority.
10. To share data effectively to support project delivery and any accelerated delivery vehicles in their work.
11. To present data to support project delivery in a variety of easily digestible, accurate and accessible formats.
12. Undertake spatial analysis of data to support project delivery.
13. Provide training and support to colleagues in the use of GIS and data management.
14. To document how data is stored, managed and updated to build resilience and support business continuity across Council departments.
15. Take all necessary steps to ensure that the provisions of the General Data Protection Act and related legislation are observed together with copyright legislation relating to the Council's spatial data assets.
16. Lead the implementation of spatial data frameworks and standards (e.g., UK Gemini, BS7666, INSPIRE). Ensure all data handling complies with GDPR and the Transparency Code.
17. To ensure that data is shared and utilised effectively and appropriately in decision making.
18. Support the best utilisation of GIS from strategic objectives and annual planning priorities, through sub-directorate structures to service level by meeting with Heads of Service, Service Managers and Operational Teams to maximise utilisation of spatial datasets.
19. Promote a consistent approach to GIS and spatial data management across all levels of the Council.
20. Work closely with the Local Land and Property Gazetteer (LLPG) and Street Naming and Numbering.
21. Support the publication of Open Data using INSPIRE standards.
22. Act as the "GIS Champion," promoting the use of geospatial insights across departments to improve service delivery and evidence-based policy making.
23. Represent the authority in regional and national groups, such as those related to the Public Sector Geospatial Agreement (PSGA).
24. Manage and supervise the GIS Officer role.



ORGANISATION CHART



QUALIFICATIONS AND EXPERIENCE.

See attached Person Specification

SPECIAL CONDITIONS (if applicable)

The post holder will deal with data of a confidential and sensitive nature. They must maintain confidentiality and the trust of the data providers always.

The post holder will be the subject of Government vetting including BPSS (Baseline Personnel Security Standard), which is the required level of screening for any individuals working with or on behalf of a government department that allows the holder to access confidential information.

Occasional out-of-hours work may be required.

GENERAL:

The post holder will be expected to comply with, observe and promote the Equal Opportunities policy of the Council.

All staff are responsible for the implementation of the Health and Safety Policy so far as it affects them, their colleagues and others who may be affected by their work. The post holder is also expected to monitor the effectiveness of the health and safety arrangements and systems and to promote appropriate improvements where necessary.



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.

Prepared by:

Name: Roger Robinson

Designation: **Service Manager: Business Intelligence & Performance**

Date: January 2026



PERSON SPECIFICATION

Post: Corporate GIS Manager

Department:
Business Intelligence &
Performance

Personal Attributes Required	Essential (E) or Desirable (D)
<p><u>Qualifications</u> Degree in GIS, Geography, Computer Science, or a related data-driven discipline or equivalent experience.</p> <p>Post Degree Qualification / Member of Professional Body or further qualification or training in GIS</p>	<p>E</p> <p>D</p>
<p><u>Experience</u></p> <p>Extensive experience of using GIS technologies such as MapInfo, ArcGIS, QGIS, CadCorp, SQL Spatial or Oracle Spatial.</p> <p>Leading, and supporting others to produce and deliver timely and accurate business intelligence in a senior role.</p> <p>A proven track record of experience and achievement in spatial data analysis and GIS strategy development.</p> <p>Analysis, interpretation, and reporting of complex geographic data using appropriate advanced spatial analytical techniques and statistics.</p> <p>Thorough understanding of the statutory and regulatory framework within the range and responsibilities of the role.</p> <p>Conducting research and needs assessments and creating professional written reports.</p> <p>Ability to demonstrate integrity, effective leadership qualities and management skills with the ability to plan, manage and monitor workloads, balance conflicting priorities and meet deadlines.</p> <p>Highly motivated with excellent communication and negotiation skills at all levels, and the ability to lead and motivate others.</p> <p>Exceptional organisational, analytical, and problem-solving skills, with the ability to operate effectively under pressure.</p>	<p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p>



Managing complex data cleansing, data analysis, data visualisation or spatial data projects.	E
Management and supervision of staff.	E
Development of partnership working and engagement across organizations and sectors.	D
Experience in the use of the Microsoft Azure Data Warehouse technology stack including T-SQL, Azure SQL Database, Azure Data Factory, and Microsoft Power BI.	D
Managing spatial databases (e.g., PostGIS, SQL Server) and complex data pipelines.	D
Experience of working within a local authority setting working with GIS datasets and software in the context of local government data analysis	D
Ability, Skills & Knowledge	
Excellent IT skills.	E
Experience of working in a customer focussed environment.	E
Experience of acting as systems administrator	E
Excellent communication skills; written and verbal; able to communicate effectively at all levels within the organisation and with external bodies and to present complex information to a variety of audiences.	E
Highly numerate and literate with exceptional attention to detail and accuracy.	E
Ability to operate effectively with a high volume and sensitive workload, delivering to expectation and deadlines, responding, and reacting positively to situations when working under pressure.	E
Knowledge of the Data Protection Act and how to apply it in respect of data processing.	E
Ability to collaborate effectively and work flexibly within and across different services and topic areas.	E



Ability to identify problems and solve problems, initiate action, work to a deadline and monitor results.	E
Substantial experience in providing expert advice on GIS and the accurate presentation of business intelligence.	E
Programme and project management skills.	D
Utilisation of the Ordnance Survey API for spatial data management	D
Personal Style and Behaviour	
Act as a role model to peers and demonstrate leadership.	E
An inclusive team worker, able to work with others and in a collaborative manner with respect and consideration for the skills of others.	E
Constructively challenge inappropriate behaviour and use of information when necessary.	E
Self-motivated, proactive, optimistic, and enthusiastic with the ability to respond to challenge and not to be discouraged.	E

