

Appendix A - Assistant Director - Highways and Public Protection: Full Job Description

Directorate: Senior Leadership Team

Location: Magdalen House/Hybrid

Division: Operations & Partnerships

Section: Highways & Public Protection

Post: Assistant Director - Highways & Public Protection

Grade: Hay 3, £99,453 pay award pending

Reporting To: Executive Director for Operations and Partnerships

Responsible For: Transportation & Highway Infrastructure; Environmental Health & Trading Standards; Environmental Health & Licensing; Strategic Transportation Planning & Investment (STPI); Parking Services; Street Lighting; Highways Maintenance.

Purpose of the Role

To provide strategic and operational leadership for the Council's Highways & Public Protection services, ensuring safe, resilient and efficient transport infrastructure and robust regulatory services that protect public health, support responsible business, and enhance the quality of life across our communities. The postholder will lead large, multi-disciplinary teams and complex contracts, deliver statutory responsibilities, drive service improvement and innovation, and secure best value through effective commissioning, asset management and partnership working.

Key Responsibilities:

Strategic Leadership & Vision

- Set the strategic direction for Highways & Public Protection aligned to corporate priorities, transformation and local plans, and regional transport strategies.
- Play an active role in the Council's Senior Leadership Team, shaping and driving corporate strategy, organisational culture, and the successful delivery of strategic, transformational, and operational priorities across the organisation.
- Develop and deliver a coherent service plan across Highways Maintenance, Network Management, Strategic Transportation, Street Lighting, Environmental Health, Trading Standards, Licensing and Parking.
- Act as the Council's principal adviser on transport infrastructure, public protection and regulatory services, providing high quality professional advice to Members, senior leadership, and partners.

Statutory Duties, Governance & Assurance



- Ensure full compliance with all relevant legislation, statutory guidance and codes of practice (e.g., Highways Act, Traffic Management Act, Road Traffic Regulation Act, Environmental Protection Act, Food Safety Act, Health & Safety, Licensing Acts, Consumer Protection legislation).
- Serve as the named senior responsible officer where appropriate for highways, regulatory, enforcement and emergency planning functions.
- Maintain robust systems for risk management, business continuity, and civil contingencies; lead incident and emergency response when required.

Service Delivery & Operations

- Oversee end-to-end delivery of:
 - **Transportation & Highway Infrastructure:** asset management, planned and reactive maintenance, network management, bridge/structures, winter service, traffic management, road safety engineering, street works coordination, street lighting and electrical assets.
 - **Strategic Transportation Planning & Investment (STPI):** transport policy, modelling, pipeline development, funding bids, programme management and major projects/active travel.
 - **Environmental Health & Trading Standards:** food safety, environmental protection, public health nuisances, workplace health & safety enforcement, product safety, fair trading, age restricted sales, illicit tobacco/alcohol, and investigations.
 - **Environmental Health & Licensing:** statutory licensing (e.g., alcohol, taxis, street trading, regulated entertainment, taxis and private hire), compliance and enforcement.
 - **Parking Services:** on-street and off-street parking policy and operations, enforcement, permits, ANPR and back-office systems, income optimisation and customer experience.

Performance, Quality & Improvement

- Establish and monitor KPIs, service standards and customer outcomes; drive continuous improvement, digital enablement and data driven decision making.
- Implement quality assurance frameworks, audit action plans and peer reviews; benchmark performance and pursue external accreditation where beneficial.

Finance, Commissioning & Commercials

- Hold accountability for multi-million-pound revenue and capital budgets; deliver MTFS savings, cost recovery and income generation.



- Lead commissioning and procurement of major contracts/term maintenance/concessions, ensuring robust contract management, performance, social value and compliance with procurement regulations.
- Maximise external funding (e.g., DfT, Active Travel England, CRSTS, TCR) and secure value for money across programmes and projects.

People, Culture & EDI

- Lead senior managers and diverse professional teams; promote a positive, learning-led culture with high engagement, wellbeing and inclusion.
- Ensure the workforce has the right capabilities, qualifications and CPD pathways; uphold professional standards and safe systems of work.
- Champion equality, diversity, and anti-discriminatory practice in service design and delivery.

Partnerships & Place Leadership

- Build strong operational and strategic partnerships with Members, the Liverpool City Region Combined Authority, Police, Fire & Rescue, Health, the VCFSE sector, utility companies, contractors, and neighbouring authorities.
- Represent the Council at regional and national forums; engage directly with communities, Ward Members and businesses on place-based priorities.

Sustainability, Net Zero & Public Environment

- Embed climate resilience, biodiversity, and circular economy principles in highways, lighting, waste disposal and fleet-related decisions.
- Reduce carbon emissions through asset optimisation, materials choices, energy efficient street lighting and sustainable transport programmes.
- Improve public environment quality, accessibility and safety, supporting active travel and inclusive design.

Customer & Communications

- Ensure customer focused services with clear standards, timely responses, and effective complaints handling.
- Lead on public communications for major works, regulatory activity and incident response; manage high profile and sensitive issues with transparency.

Health, Safety & Safeguarding

- Ensure compliance with health and safety legislation, CDM, and safe systems across all operations and works on the highway.
- Promote safeguarding awareness across services; escalate and report concerns in line with Council policy.

Special Conditions

- Participation in emergency planning and out of hours rota as required.
- Full UK driving licence (or ability to travel between sites) desirable.