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| Post title: | Assistant Director - Economic Development, Regeneration, Tourism and Skills |
| Grade: | AD2 |
| Responsible to: | Corporate Director of Community Development |
| Staff managed: | Manages a group of managers |
| Directorate: | Community Development |
| Service: | Culture, Arts, Libraries, Museums, Archives, Key Venues and Leisure |
| Job family: | SM - Senior Management |
| Date of issue: | May 2025 |

Job context

As an Assistant Director, you are responsible with colleagues and Management Board to ensure the success of the Council following recent local government reform and introduction of the new Mayoral Combined Authority. This requires strategic leadership to steer the Council through a significant transformation programme.

You will be responsible for embedding standard operating models with newly integrated teams across the council and leading them through the transformation, creating culture that aligns to the Council values.

As the Assistant Director for Economic Development & Regeneration you will work closely with the Mayoral Combined Authority to support the Devolution Deal for York and North Yorkshire.

You will lead and manage the Economic Development, Regeneration, Tourism and Skills service to deliver an excellent, co-ordinated service across the sub region of York and North Yorkshire by supporting the Council and City of York developing high quality relationships with business and higher education, Libraries, Museums, Archives, Key Venues and Leisure service to deliver an excellent, co-ordinated service. You are responsible for ensuring effective implementation and compliance with legislative requirements and policy for these cross-cutting functions of the council. You will deliver improvements and efficiencies across the range of services through innovation, applying good practice and workforce engagement.

You will seek to promote and develop a “shared service approach” to economic development for the benefit of the sub region and all parties.

You will work closely with colleagues in planning, housing, transport, and highways to ensure that their strategies align with the economic strategy for the region.

You will lead on the Destination Management Plan for North Yorkshire, working closely with the AD for Culture, Arts, Libraries and Leisure and wider partners to promote North Yorkshire as a region to visit, invest and live in. As the Assistant Director you will develop and lead the Council’s assets to support agreed objectives, bringing together the teams across North Yorkshire and transforming the service.

You will lead the delivery of key regeneration projects across the County, as well as key work programmes such as the shared prosperity fund.

As Assistant Director you will build relationships and engage with partners in public and private sectors to deliver quality outcomes. You will lead and develop relationships with key stakeholders specifically with national government departments (primarily BEIS, DHLUC), government agencies including Skills Funding Agency, Homes England, Highways England, UKTI, Innovate UK and regional partners including local authorities across the North Yorkshire and East Riding at CEO and Leader level, further and higher education and business networks.

As a senior manager you will deliver constant improvements across the range of services through innovation, applying best practice and promoting customer care improvements.

In this role you will work closely with key stakeholders leading on Devolution to support the Mayoral Combined Authority.

This job is a politically restricted post as defined by the Local Government and Housing Act 1989.

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| <p>Job Purpose:</p> | <p>To be responsible for the effective delivery of the Economic Development, Regeneration, Tourism and Skills service for North Yorkshire. To provide strategic leadership and direction, operational management and financial control for this service, ensuring delivery of high quality strategic aims. Support the development of cross-council strategies across diverse services.</p> |
| <p>Strategic management:</p> | <ul style="list-style-type: none"> • To identify the needs of the service, produce and implement a future-focused business and performance plan, set challenging goals that focus on step change improvements and ensure that its objectives are achieved. • Manage the development of, and delivery of, appropriate initiatives to deliver strategies and policies. • To develop and promote the service's contribution to corporate and directorate level priorities and objectives, aligning with political direction and decision making, ensuring that the Council's plans and priorities are integrated and developed as part of a comprehensive directorate service plan. • Supporting the Corporate Director at a management level and be an active member of the Directorate Management Team with collective responsibility for establishing a culture which promotes the values and behaviours of the council. • As a member of the directorate management team, provide general support on service matters to the Corporate Director and Chief Executive of the Council. • Drive transformational organisational change in order to achieve excellent member, customer and partner relationships while delivering cost-effective, high-quality services to residents. |
| <p>Operational management:</p> | <ul style="list-style-type: none"> • With significant autonomy and responsibility, co-ordinate activities and priorities which impact on agreed outcomes for the service and directorate. • To lead the operational development and delivery of services with partners, other council, and public services, ensuring that the Council's statutory duties are met and delivered within financial, quality and performance standards. • Use innovative, creative thinking to build relationships, influence and negotiate complex contentious issues and develop, support and promote a strong results |

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| | <p>driven and customer focussed performance culture ensuring the provision of cost-effective, efficient, high quality services in line with identified needs.</p> <ul style="list-style-type: none"> • Ensure that complaints within each of the service's functions are dealt with efficiently and positively. • Advise the Director and Management Team in relation to legislation and relevant service issues. • Maximise commercialisation of services provided, demonstrating strong commercial awareness and the ability to balance this alongside competing priorities. • To lead specific programmes as part of the Council's change and transformation programmes. • Ensure the new council's values and behaviours are embedded across all services • Promote diversity and inclusion throughout the council and through partnership and relationship with other stakeholders. • To carry out roles identified within the resilience and emergencies and business continuity policies. Take a lead where required on single and/or multi agency response to emergencies both in and out of hours. |
| Partnerships: | <ul style="list-style-type: none"> • Develop partnership arrangements across the council and beyond to maximise the service potential, commerciality and in delivering corporate objectives where benefits to delivery can be achieved. • Ensure appropriate representation on directorate and inter-agency working groups, in order to ensure effective strategic management and planning of services. • Build strong and dynamic relationships and trust with elected Members, partners, stakeholders, contractors, communities and external agencies to enhance profile, relationships and reputation. • Understand the needs of communities, and a commitment to delivering outcomes with and for citizens, customers, and stakeholders. • Represent the Corporate Director and the directorate at service policy, operational and co-ordination forums with external organisations where added value for the Council can be gained by sharing and working collaboratively. • Act as lead and/or represent the Council on specific initiatives and areas to continually drive and improve the performance of the partnership. |
| Resource management: | <ul style="list-style-type: none"> • Be responsible as the budget holder for resources in respect of allocated budgets within the Council's scheme of delegation of financial responsibility. Account to the Corporate Director for financial performance of the service, ensuring a balanced budget and efficiency targets are met. • Take overall control and stewardship of assets and resources used in the provision of services ensuring compliance with all governance, legal and regulatory requirements, taking into account changing service requirements, fluctuating demands and priorities. • To lead and manage staff ensuring that they are consulted, supported, motivated, appraised and developed to enable them to fulfil their roles effectively, to the highest standards possible and meet current and future service needs. • Ensure the health and safety of all persons and premises under your control are in accordance with the provisions of Health and Safety legislation. |
| Communications: | <ul style="list-style-type: none"> • Communicate to engage with staff a clear and consistent vision of the service's targets and activities, identify and incorporate best practice. • Encourage good communication and effective working relationships across services/directorates. • Consult with the Corporate Director on service proposals which have significant financial or political implications for the Council. • Represent the Council at high level inquiries. • Represent, through provision of specialist advice, the preparation of reports and information, the work of the service to Members and senior officers of the Council so that they can perform their executive, scrutiny and representational responsibilities |

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| | <p>and ensure that decisions are appropriately informed and services delivered according to council priorities.</p> <ul style="list-style-type: none"> • To promote the reputation and image of the Council positively when responding to complaints or to media queries. This may include responding to matters of a sensitive or controversial nature. • To lead and manage consultation and engagement activities relating to the service with staff, service users, councillors, Management Board, trade unions, partners, communities and citizens in accordance with Council policy. • Communicate effectively across the Council on corporate changes of policy. |
| Systems and information: | <ul style="list-style-type: none"> • Provide information and statistical reports to illustrate transformational plans and progress. • Analyse complex data and information to inform transformational decision making. • Use the current business processes in relation to record keeping, financial monitoring and ICT. • Sponsor the development of technology, other communication and data management processes to ensure the service remains effective, efficient and modern. • Ensure all service systems are operated in accordance with policy and procedure. |
| Safeguarding: | <ul style="list-style-type: none"> • To be committed to safeguarding and promote the welfare of children, young people and adults, ensuring concerns are actioned as appropriate. |

Person Specification:

Essential

Knowledge and Experience

- Substantial knowledge of the national policy context, regulatory environment, financial legislation and key issues relevant to the service, e.g., economic policy framework at EU, national, regional and local level.
- A clear understanding of the workings of local government and the current issues to be faced in a large, diverse Authority, particularly the financial, legal and political context of public sector management.
- Significant experience of strategic planning and implementation, policy development and management in a local authority, major independent service organisation or equivalent.
- Knowledge of project management including business planning
- An excellent understanding of policy formulation and implementation.
- Proven track record of effective financial and workforce management
- Knowledge/experience of current best practice standards both at local and national level.
- Experienced in developing and implementing organisational culture change strategies within a large diverse organisation.
- Professional qualification at degree level or equivalent in a relevant subject and management qualification.
- Membership of relevant professional body

Occupational Skills

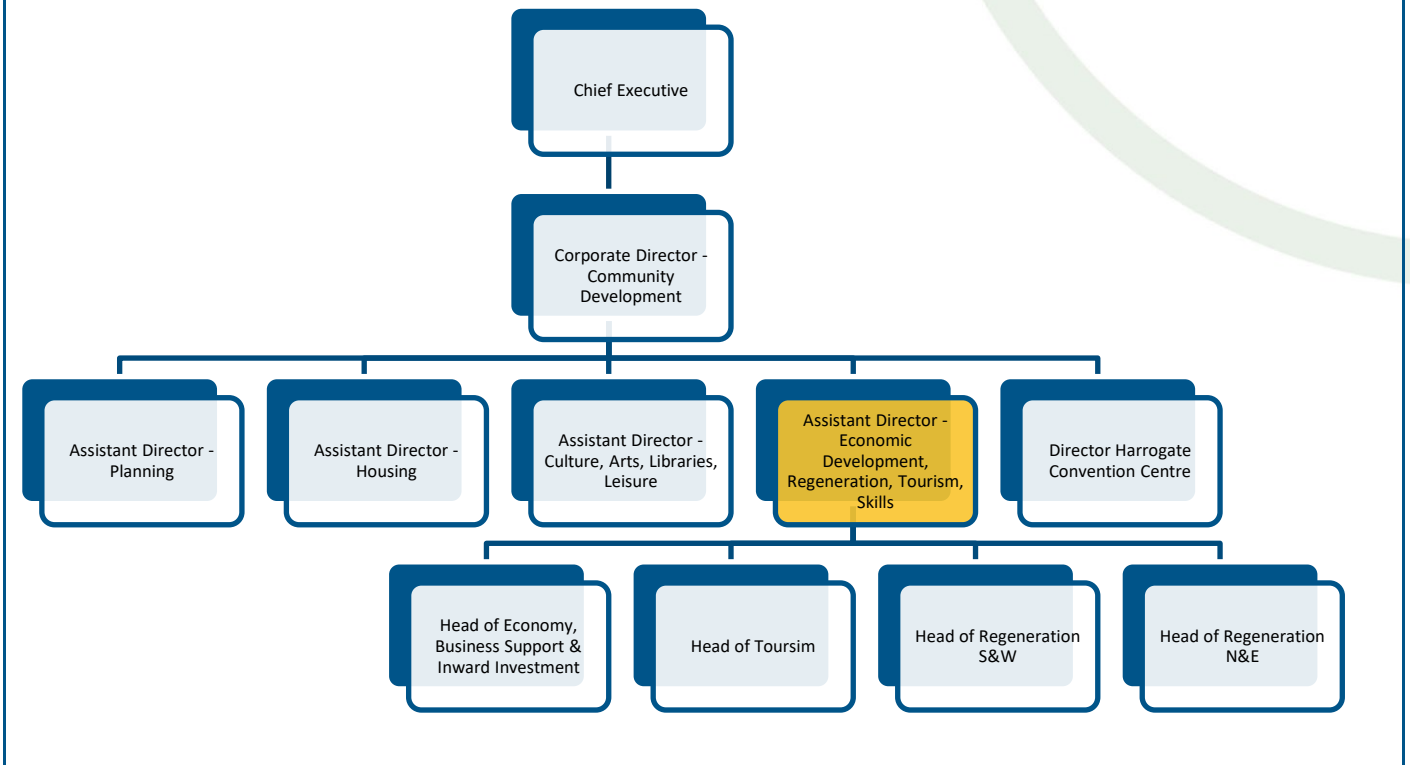
- Strong credible leadership with a passion for delivering improvement in services.
- Excellent communication skills, strong negotiation and influencing skills and ability to effectively deal with the media.
- Budget management skills to co-ordinate, monitor and review financial resources, evaluating competing budgetary priorities and establish effective performance measures.
- Business planning and ability to develop, communicate and secure ownership of a clear vision and direction.
- Takes ownership for informed decisions and delivering outcomes.
- Development of practical and creative solutions to the management of strategic issues, resolves problems creatively, pragmatically, and flexibly.
- Political awareness and capacity for partnership working in a highly devolved and accountable service.
- Strong people management skills and leadership qualities including the ability to develop and motivate others.

Behaviours

- Able to work flexibly to meet the demands of the job including some out of hours working at either evenings or weekends.
- Committed to the Council's corporate vision and objectives.
- Highly motivated and not easily discouraged.
- Personal and professional demeanour and credibility which commands the confidence of members, senior managers, staff, external partners, and other stakeholders.
- A high degree of probity and integrity.
- A commitment to learning and achievement.
- Able to travel for business purposes

[Link](#)

Structure



NB – Assessment criteria for recruitment will be notified separately.

Optional - Statement for recruitment purposes: You should use this information to make the best of your application by identifying some specific pieces of work you may have undertaken in any of these areas. You will be tested in some or all of the skill specific areas over the course of the selection process.