

Personnel Committee

Date: Wednesday, 14 February 2024

Time: 2.15 pm (or at the rise of the Executive if later)

Venue: Council Antechamber, Level 2, Town Hall Extension

This is a **supplementary agenda** containing additional information about the business of the meeting that was not available when the agenda was published

Access to the Public Gallery

Public access to the Council Antechamber is on Level 2 of the Town Hall Extension, using the lift or stairs in the lobby of the Mount Street entrance to the Extension.

There is no public access from any other entrance.

Filming and broadcast of the meeting

Meetings of the Personnel Committee are 'webcast'. These meetings are filmed and broadcast live on the Internet. If you attend this meeting you should be aware that you might be filmed and included in that transmission

Membership of the Personnel Committee

Councillors - Akbar (Chair), Bridges, Craig, Hacking, Igbon, Midgley, Leech, Moran, Rahman, Rawlins, T Robinson and White

Supplementary Agenda

7. Senior Management Team updates
Report of the Chief Executive attached

3 - 24

Further Information

For help, advice and information about this meeting please contact the Committee Officer:

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Email: donna.barnes@manchester.gov.uk

This supplementary agenda was issued on **Thursday**, **8 February 2024** by the Governance and Scrutiny Support Unit, Manchester City Council, Level 3, Town Hall Extension (LLoyd Street Elevation), Manchester M60 2LA

Manchester City Council Report for Information

Report to: Personnel Committee – 14 February 2024

Subject: Senior Management Team updates

Report of: Chief Executive

Summary

This report sets out proposals to realign senior management within the council and sets out the changes to senior posts at SMT level and the resulting reallocation of accountabilities and responsibilities.

Recommendations

The Committee is requested to:

- 1. Note the resignation of the Deputy Chief Executive & City Treasurer and thank Carol Culley for her service and leadership over the last 23 years.
- 2. Recommend to Council the creation of a new Deputy Chief Executive role at DCX (£167,144) following the separation of the role from City Treasurer.
- 3. Recommend to council the creation of a new City Treasurer role at SS5 (£135,976 £155,898) following the separation of the role from Deputy Chief Executive.
- 4. Note the disestablishment of the Deputy Chief Executive & City Treasurer post and disestablishment of the Deputy City Treasurer post.
- 5. Recommend to Council the appointment of Tom Wilkinson to the position of City Treasurer with effect from 1 April 2024, at a salary of £135,976p.a.
- 6. Recommend to Council the designation of Tom Wilkinson as Section 151 Officer in accordance with Section 151 of the Local Government Act 1972 with effect from the 1 April 2024.
- 7. Note the re-alignment of the City Solicitor to report to DCX role.
- 8. Note the re-alignment of Audit & Risk Management to sit under direct management of the City Treasurer.
- 9. Note the re-alignment of Revenue & Benefits & Customer Organisation from Director of ICT to directly report to the Deputy Chief Executive.
- 10. Recommend to Council the appointment of Dr Cordelle Ofori to the position of Director of Public Health with effect from 1 April 2024, at a salary of £111,906.
- 11. Recommend to Council the designation of Dr Cordelle Ofori as Director of Public Health under Section 73A(1) of the National Health Service Act 2006.

Wards Affected: All

Environmental Impact Assessment - the impact of the issues addressed in this report on achieving the zero-carbon target for the city	This report highlights how the appointment of senior officers and refocusing of senior management team will provide strategic leadership on the achievement of zero carbon targets.
Equality, Diversity and Inclusion - the impact of the issues addressed in this report in meeting our Public Sector Equality Duty and broader equality commitments.	This report highlights how the appointment of senior officers and refocusing of senior management team will provide strategic leadership on the achievement of EDI targets and public sector duties. Our recruitment strategy to new positions will demonstrate our commitment to increasing under-representation in the council to become more representative of the communities we serve.

Our Manchester Strategy outcomes	Summary of how this report aligns to the OMS
A thriving and sustainable city: supporting a diverse and distinctive economy that creates jobs and opportunities	The effective use of staffing resources underpins the Council's activities in support of its strategic priorities as set out in the Corporate Plan which is underpinned by the Our Manchester Strategy. Providing the leadership and focus for the future.
A highly skilled city: world class and home grown talent sustaining the city's economic success	
A progressive and equitable city: making a positive contribution by unlocking the potential of our communities	
A liveable and low carbon city: a destination of choice to live, visit, work	
A connected city: world class infrastructure and connectivity to drive growth	

Financial Consequences – Revenue - The proposals within this report will cost an additional £51,812 per annum, this is based on top of grade and includes both salary and employer on costs. There is no additional budget ask and the additional costs will be funded from within existing Corporate Core budgets.

Financial Consequences – Capital - There are no capital implications arising from the proposals within this report.

Contact Officers:

Name: Joanne Roney Position: Chief Executive Telephone: 0161 234 3006 E-mail: joanne.roney@manchester.gov.uk

Name: Mark Bennett

Position: Director Human Resources, Organisation Development &

Transformation

Telephone: 07908 259971

E-mail: mark.bennett@manchester.gov.uk

Background documents (available for public inspection):

The following documents disclose important facts on which the report is based and have been relied upon in preparing the report. Copies of the background documents are available up to 4 years after the date of the meeting. If you would like a copy please contact one of the contact officers above.

Appendix 1 – Current structure chart

Appendix 2 – Proposed structure chart

Appendix 3 – Role Profile Deputy Chief Executive

Appendix 4 – Role Profile City Treasurer

1.0 Background

- 1.1 The Deputy Chief Executive & City Treasurer has announced her decision to resign and her last day in work will be 15th March 2024. I would ask this committee to put on record their gratitude for her 23 years of service to this council and our residents of Manchester.
- 1.2 Carol has held this position since 2019 and whilst she has been successful in contributing to the delivery of our priorities, it was always recognised that there are very few people who could be successful in the combined position of Deputy Chief Executive, City Treasurer, and the statutory responsibility as section 151 (s.151) officer due to the breadth of responsibility.
- 1.3 This report will outline structural changes to the Senior Team to be made upon Carol's departure, which will bring continuity, capacity and ongoing strategic leadership of corporate services, several major programmes of work and delivery of corporate Plan priorities.
- 1.4 The senior structure of Manchester City Council has remained broadly unchanged since 2019 and whilst the changes below are not fundamental, they will bring renewed focus on the delivery of our council priorities.

2.0 Proposals

Deputy Chief Executive, City Treasurer and S151 Statutory Officer posts

- 2.1 The most significant structure change under this review is the proposed separation of Deputy Chief Executive (DCX) & City Treasurer / s.151 responsibilities into two separate roles. This is how the senior management team was structured prior to 2019 and separating these responsibilities gives us the opportunity to review the focus of each role and realign them with corporate plan priorities.
- 2.2 With the difficult financial context that local government is having to operate within, having a City Treasurer with dedicated focus on helping us to meet these challenges now and into the future is the right thing to do.
- 2.3 This allows the DCX to focus on providing capacity and support to our Chief Executive and Senior Management Team, manage corporate services, support digital strategy and transformation as well as leading on high profile major programmes of work. The role will also play a leading role in our ambitions around zero carbon and equalities.
- 2.4 We have reviewed the role profile for DCX and the grade has been subject to job evaluation and will remain on the spot salary for this position which is £167,144. Subject to agreement we propose to advertise the role in line with chief officer member panel recruitment protocols outlined in the constitution.

- 2.5 We will carry out a national search for candidates and enlist the support of a specialist recruitment agency to attract a high-quality field of candidates, which we propose to commence as soon as possible after a decision is made.
- 2.6 The creation of the City Treasurer and s.151 officer provides dedicated focus on the management of our finances at a time when local government funding is facing significant challenge. This role would report directly to the Chief Executive, be a member of the Senior Management Team, manage the Finance and Procurement functions and be our statutory section 151 officer. A new role profile has been created and subject to job evaluation, the grade is SS5 with a salary of £135,976 to £155,898.
- 2.7 By creating the City Treasurer role, we can delete the current role of Deputy City Treasurer which is graded at SS4. Under the councils redeployment policy the Deputy City Treasurer was given consideration for the City Treasurer role and has been interviewed under the statutory chief officer member panel recruitment protocol outlined in the constitution.
- 2.8 An appointment of City Treasurer has been made and we ask this committee to recommend the appointment of Tom Wilkinson to Council, this appointment provides us with continuity of leadership and a seamless transition of responsibilities. The appointment will take with effect from 1st April 2024, at a salary of £135,976p.a.
- 2.9 We also ask this committee to recommend to Council the designation of Tom Wilkinson as Section 151 Officer in accordance with section 151 of the Local Government Act 1972 with effect from the 1st April 2024.
- 2.10 Once the appointment of City Treasurer is confirmed consideration can be given to deputy s.151 responsibilities, it is envisaged this can be done from within the existing Senior Finance Team.
- 2.11 There will be some additional costs with this proposal which are the costs associated with creation of City Treasurer, offset by the deletion of the Deputy City Treasurer. There will be additional salary costs of £26k and this will increase to £52k over time, the additional costs will be funded from within existing approved Corporate Core budgets. There may be some further additional cost with the deputy s.151 arrangements, although this will only be known once the final proposals have been agreed and any additional funding for this will be met from the existing Finance Service budget.
- 2.12 Related to the separation of DCX and City Treasurer we have also considered other areas of responsibility across our corporate services, and it is proposed to align the Head of Audit and Risk Management and this service as a direct report to City Treasurer.
- 2.13 It is important that the audit and risk management function are able to maintain independence. whilst providing challenge, risk mitigation and supporting sound financial management. Keeping this function aligned with the s.151 officer will support the effective operation of this service. If agreed

- the City Treasurer will review the role profile of the Head of Audit and Risk Management to ensure it accurately reflects current responsibilities, but it is not envisaged that would change the grading of the role.
- 2.14 Other changes proposed under this review are to align the City Solicitor & Monitoring Officer to report to DCX. The main reasons for this relate to the capacity of the Chief Executive and greater alignment of legal services with other corporate services. As one of the three key statutory officers (along with the Head of Paid Service and the Section 151 Officer) responsible for good Council governance, the Monitoring Officer should have a direct reporting line to the Chief Executive and this element of the role will continue. The City Solicitor will continue to be a member of SMT and there would be no change to the grade of this post.
- 2.15 It is also proposed to align the Head of Revenues, Benefits & Customer Services with the DCX. This service has been through a period of significant change and RBDxP, the new Customer Relationship Management system provides an opportunity for ongoing and lasting transformation in these services. The service has been well supported by its current alignment to ICT but it is felt that alignment to the DCX will help to drive this organisational transformation. If agreed the DCX would be asked review the role profile of the Head of Revenues, Benefits & Customer Services to ensure it accurately reflects current responsibilities, but it is not envisaged this would change the grading of the role.
- 2.16 Current and proposed structure charts outlining these changes is attached at Appendix A and Appendix B

Director of Director of Public Health

- 2.17 On 13 September 2023 Personnel Committee agreed to recruit to the Director Public Health (with the statutory responsibilities of the Director of Public Health). In line with the statutory chief officer member panel recruitment protocol outlined in the constitution and in compliance with the National Health Service (Appointment of Consultants) Regulations 1996 on recruiting to roles with the statutory responsibility of the Director of Public Health an appointment has been made.
- 2.18 It is proposed to appoint Dr Cordelle Ofori to Director of Public Health and this committee is asked to recommend this appointment to council effective from 1st April 2024 at a salary of £111,906.
- 2.19 We also ask this committee to recommend to Council the designation of Dr Cordelle Ofori as Director of Public Health under Section 73A(1) of the National Health Service Act 2006.

3.0 Comments from Director of HRODT

- 3.1 The proposals of this report are in line with the Council's Pay Policy. Job Evaluation has been carried out as required using the Council's Job Evaluation Scheme for Senior roles.
- 3.2 The proposals have taken account of the need to attract, retain and develop specialist staff in a very competitive market and are in line with the council's principles for spans of control and layers of management.

4.0 Comments from Trade Unions

- 4.1 The joint Trade Unions would like to thank Carol for her hard work and dedication in steering us through some of the most difficult times that have ever faced local government in her time as City Treasurer and Deput Chief Executive. Carol will be sadly missed. Manchester as a council is in a more fortunate position, financially, when compared with other councils and this is due to Carol's careful management of the council's finances. Carol as Deputy Chief Executive has also spearheaded our renewed commitment to equalities and has managed the delivery of projects that have benefited residents.
- 4.2 We would also like to thank David Regan for his service as Director of Public Health. There is no doubt that David's stewardship of Manchester's public health during the pandemic saved lives.
- 4.3 We would like to congratulate Dr. Cordelle Ofori on the appointment of Director of Public health which is a massively important role in the council as it leads vast amounts of our prevention work that supports residents to live a long and healthy life in Manchester. Cordelle has shown a great commitment to act upon the health disparities that exist within our city and has the experience needed to continue the work David started in making Manchester a more equitable city when it comes to its health.
- 4.4 We welcome the appointment of Tom to the role of City Treasure and the reintroduction of the section 151 officer into that role we believes that Tom has the right knowledge and experience needed to successfully continue the careful, financial management of the council's finances.
- 4.5 We look forward to the appointment of a new Deputy Chief Exec and know that this will attract many candidates, as to work in Manchester is a great career move. We hope that any successful candidate will have a track record of managing services to meet the needs of diverse populations and in eliminating social and economic disparities.
- 4.6 The joint Trade Unions want to work closely with officers around the roles of Head of Revs and Bens and Customer Services as this is an incredibly important forward-facing role and agree that ICT has provided stability, but we are fully aware that our ICT service needs to be focused on delivery of connectivity for services and residents, the continued savings program, which protects services in Manchester.

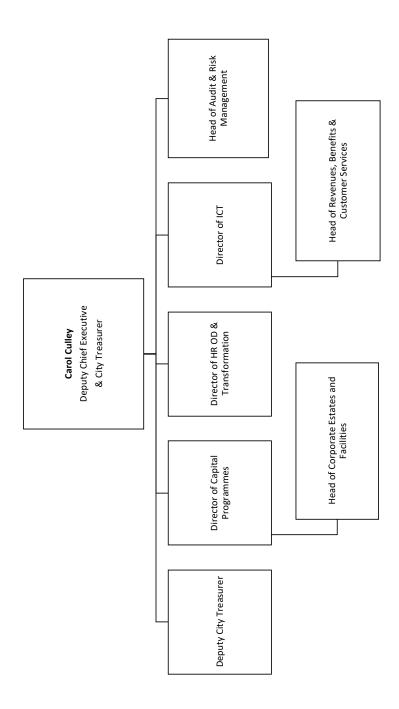
5.0 Conclusion

5.1 The Committee is requested to:

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Appendix 1 – Current structure chart

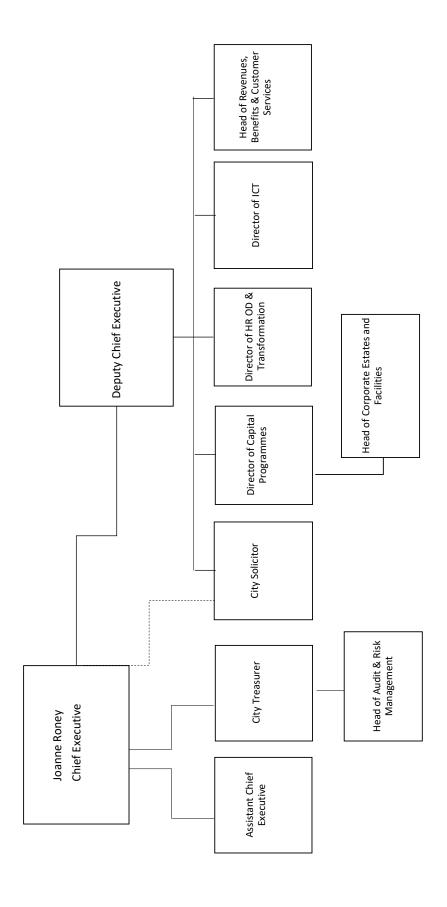
Corporate Core





Appendix 2 – Proposed structure chart

Corporate Core







Manchester City Council Role Profile

Deputy Chief Executive Corporate Services Reports to: Chief Executive

Grade: DCX fixed point Member of Strategic Management Team

Role portfolio

Overall purpose of the role

This key leadership role will drive forward Manchester City Council's ambitions alongside the Chief Executive.

As well as responsibility for crucial corporate core functions, you will be accountable and the strategic lead for a range of significant programmes which are key to delivering the Our Manchester Strategy vision for the City. In particular, you will be lead officer to deliver Net Zero and Carbon Reduction ambitions for Manchester. You will also lead and drive Digital Strategy & transformation of services.

Your remit will cover shaping the Manchester Council of the future. You will be Senior Responsible Officer (SRO) for a range of projects and programmes which are corporate in nature, delivered in partnership with key stakeholders.

You will take a range of positions on Boards external to the Council linked to our Cultural Strategy and commercial assets, with responsibility for our corporate estate and capital programme.

You will drive social value and transformation to deliver best value outcomes for Manchester and our residents. You will lead on equalities which alongside the Senior Management Team and Chief Executive, you would be expected to champion and innovate to energise our workforce and develop talent.

Role context

The role holder will direct and lead cross boundary working to provide the most effective services and best outcomes possible for Manchester's residents and partners and ensure that the city plays a full part in regional, national, and international activities.

The Deputy Chief Executive is a critical role providing visionary, strategic and innovative leadership across the wider organisation and specifically for functions within the Corporate Services and Chief Executives Directorate (Corporate Core) which currently includes;

Capital Programmes and corporate estates



- ICT
- Revenues, Benefits
- Shared Services,
- Human Resources, Organisational Development & Transformation
- Legal Services

Key responsibilities

Deputising for the Chief Executive as required.

Leadership and management across Corporate Services and Chief Executives directorates.

Leadership across the Corporate Core, SMT and across the organisation to translate the political priorities of Executive Members into strategy and creating effective processes to implement strategy. Active role in listening to the views of staff and the people of Manchester.

Working at Greater Manchester and national level to bring further powers and resources to Manchester enabling Executive Members to deliver their priorities for Manchester.

Overall accountability for a wide thematic area or areas within the authority, with responsibility for service delivery performance, and contribution towards the organisation's vision and objectives. This is one of the few roles with responsibility for the operation of the whole organisation requiring a strong internal and external facing leadership focus.

Be a catalyst for organisational reform, driving forward transformation and ensuring that all changes are delivered.

Lead on corporate business requirements ensuring these are achieved, working with City Treasurer and Assistant Chief Executive who collective hold responsibility for budget and business planning, performance management and budget monitoring and the development of a strategic commissioning function.

Act as Senior Responsible Officer for strategically significant projects or programmes of work as directed by the Chief Executive, including net zero, capital programmes and major projects (e.g., Town Hall refurbishment), and elections delivery.

Oversee the Council's commercial ventures and procurement to ensure fulfilment of the intelligent corporate client, oversight of performance and delivery including social value ambitions.

Key Role Descriptors:

This role is part of Manchester City Council's Strategic Management Team, which provides overall leadership to the organisation. This post will have responsibility and



accountability for a directorate comprising a group of services which work to deliver Council and citywide priorities.

The role holder will direct and lead cross-boundary working to deliver the most effective and efficient world-class services and the best outcomes possible for Manchester's communities and partners and ensure that the City plays a full part in national, regional and sub regional activities.

The role holder will drive coordinated working and strategic thinking with partner organisations and on a national level to ensure that Manchester delivers our key political, organisational and strategic priorities.

The role holder will provide leadership, vision and strategic direction in corporate policy development and delivering organisational change and will be a key driving force in the implementation of Public Service Reform.

Shows passion for Manchester throughout their work and in their behaviour, championing Manchester in everything they do.

Foster commitment, talent and fresh thinking, challenging yourself and others and take responsibility for their own development and promoting continuous learning to enhance the professional development of employees.

Through personal example, open commitment and clear action, ensure diversity is positively valued, resulting in equal access and treatment in employment, service delivery and communications.

Where the roleholder is disabled every effort will be made to supply all necessary aids, adaptations or equipment to allow them to carry out all the duties of the role. If, however, a certain task proves to be unachievable, job redesign will be given full consideration.



Behaviours, skills, and technical requirements

Our Manchester Behaviours

- We work together and trust each other
- We're proud and passionate about Manchester
- We take time to listen and understand
- We 'own it' and aren't afraid to try new things.
- We show that we value our differences and treat people fairly

Generic Skills

- Partnership and collaborative working: Strong, visible and positive leadership
 with a proven ability to build and maintain strong networks of support both
 internally and externally and to forge effective partnerships with external
 agencies, voluntary and statutory, and key stakeholders for the continuous
 improvement of services. The ability to harness the full commitment and
 responsibility of all key stakeholders in delivering the vision of excellence for the
 city is critical to success.
- Communication and Influence: Excellent communication, both oral and written.
 A skilled communicator in terms of the political/officer interface. Shows integrity, creates rapport, trust and confidence. The role demands ability to sell ideas and concepts, articulate shared visions across a range of stakeholders and to negotiate effectively to achieve successful outcomes.
- **Strategic Thinking:** Demonstrates a high level of political awareness and links strategies for continuous improvement with the drive to achieve national, corporate and departmental standards and goals. A dynamic and forward thinking individual in terms of leadership.
- **Strategic Planning:** Strong evidence of successfully leading and managing the implementation and delivery of strategies and programmes which cross agency and service boundaries. Clear evidence of effective, outcome-focused strategic planning.
- Financial Management: Strategic awareness of the financial structure of the Council and the implications of decisions on the delivery of value for money for tax payers.

Technical requirements (Role Specific)

Requirement for a strong understanding of the national policy context for local government.



Manchester City Council Role Profile

City Treasurer SS5
Corporate Services Directorate
Reports to: Chief Executive

Grade: Band SS5
Member of Strategic Management Team)

Role portfolio

Overall purpose of the role

Reporting directly to the Chief Executive of Manchester City Council, this role will provide visionary strategic leadership to Finance and Procurement service and the wider organisation.

Through dynamic and effective leadership will deliver significant and sustained improvements to the quality and efficiency of public services to provide the most effective services and best outcomes possible for Manchester's residents and partners and ensure that the city plays a full part in national, regional and sub regional activities.

The roleholder will drive linkages and greater coordinated working with partner organisations and on a national level to ensure that the authority delivers our key political, organisational and strategic priorities.

Will work to influence national decision making and improve outcomes for Manchester residents. supporting relevant discussions with government including on business rates retention.

The roleholder will provide direct support to elected Members, Committees, services and other stakeholders on matters relating to their portfolio area.

Lead on budget and budget monitoring elements of business planning and the ongoing development of strategic commissioning.

Leadership and financial accountability for the delivery of the integration of health and social care as a member of the Health and Well Being Board Group, Joint Commissioning Executive and associated forums, acting as a GM representative on the Health and Social Care Partnership Board and Financial Executive and other forums as required, to join up and integrate the financial position and reporting.

Playing an active role as a member of GMAMT and other various GM finance forums and the need to work with GMCA.

Provide expert finance advice and leadership to ensure funding changes at national and local level are incorporated into financial planning and delivery.



Role context

Responsibility for

- Monitoring of £770m MCC net budget and developing arrangements with health partners for over £1bn of health and social care spend in Manchester.
- Monitoring of the £1bn capital programme
- o Responsibility for Procurement function and Audit and Risk Management
- Treasury management strategy and capital resourcing and financing decisions
- A range of specific statutory duties in the areas of expenditure approvals, including pensions decisions and appeals

Key responsibilities

Manchester's Section 151 officer as specifically defined under the Local Government Act 1972 and whose responsibilities are expanded upon in the Local Government Finance Act 1988. There are specific statutory and constitutional responsibilities attached to the role. This is one of the three roles in place to ensure that the council makes lawful decisions.

Responsibility for Financial Management, the Commercial Governance Service and the Procurement function. The Commercial Governance Unit has responsibility for the Company Secretary function as well as providing oversight of all commercial transactions.

Supporting development of strategy for the city and ensuring the deployment of resources (capital, revenue and balance sheet) aligned to strategy and maximum value obtained.

As a member of SMT work to drive the development and delivery of long term business transformation activity that is widely owned and understood at all levels within the organisation, from development of strategy and leadership for Medium Term Financial Plan and Capital Strategy.

Responsibility for Performance and the Business Planning Process and Capital Programme Delivery.

Chair of Commercial board and input into councils commercial activities as well as providing expert financial advice in a Section 151 capacity.

Responsible for delivery of strategic financial planning, the provision of financial advice and information for service managers and councillors and the maintenance of a sound financial management framework.

The City Treasurer will have a leadership role across a number of Corporate Plan priorities as well as a DMT leadership role for continued delivery of Corporate Core efficiencies.



Represent the organisation at senior level and in external environments to drive effective partnership working to achieve outcomes for Manchester, with a high level of involvement and leadership at Greater Manchester level and beyond.

Drive the delivery of a high quality, customer focused and efficient Financial Management service that supports the authority in achieving its overall strategic objectives and delivery of the Corporate Plan within an environment of significantly reduced public sector resources.

Ensuring that the Council has in place a robust framework for financial governance, management and control, and appropriate mechanisms in place to provide assurance that these frameworks are operating effectively.

Key Role Descriptors:

This role is part of Manchester City Council's Strategic Management Team, which provides overall leadership to the organisation. This post will have responsibility and accountability for a directorate comprising a group of services which work to deliver Council and citywide priorities.

The role holder will direct and lead cross-boundary working to deliver the most effective and efficient world-class services and the best outcomes possible for Manchester's communities and partners and ensure that the City plays a full part in national, regional and sub regional activities.

The role holder will drive coordinated working and strategic thinking with partner organisations and on a national level to ensure that Manchester delivers our key political, organisational and strategic priorities.

The role holder will provide leadership, vision and strategic direction in corporate policy development and delivering organisational change and will be a key driving force in the implementation of Public Service Reform.

Shows passion for Manchester throughout their work and in their behaviour, championing Manchester in everything they do.

Act as lead accountable officer for the relevant statutory area ensuring statutory regulations are upheld to safeguard the organisation and the population of Manchester.

Foster commitment, talent and fresh thinking, challenging yourself and others and take responsibility for their own development and promoting continuous learning to enhance the professional development of employees.

Through personal example, open commitment and clear action, ensure diversity is positively valued, resulting in equal access and treatment in employment, service delivery and communications.

Where the roleholder is disabled every effort will be made to supply all necessary aids, adaptations or equipment to allow them to carry out all the



duties of the role. If, however, a certain task proves to be unachievable, job redesign will be given full consideration.



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 responsibility of all key stakeholders in delivering the vision of excellence for the
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- Communication and Influence: Excellent communication, both oral and written.
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- Financial Management: Strategic awareness of the financial structure of the Council and the implications of decisions on the delivery of value for money for tax payers.

Technical requirements (Role Specific)

- Requirement for a strong understanding of the national policy context for local government, including understanding of the principles of public service reform.
- A qualified CCAB Accountant and an active member of the institute with strong experience of strategic financial planning
- Knowledge and understanding of the economic, social and physical drivers, which influence and contribute to the performance and well being of an area.

