

Role Profile

JOB TITLE: Assistant Director Customer & Communities

DIRECTORATE: Customer & Communities

REPORTS TO: Director of Customer and Communities

DATE: May 2022

1. PURPOSE OF YOUR JOB

To encourage resilient and resourceful communities to gain more control over their lives. To increase access to culture, leisure, learning, skills and employment to improve equalities and enhance residents lives.

DIMENSIONS

Direct net revenue budget for Communities for 2022/23 is: £6.324m

Capital budget over the next 3 years is £7.476m

Direct reports –	4
Indirect reports -	190

2. PRINCIPAL ACCOUNTABILITIES

- Manage the Council's relationship with the cultural and heritage sector to deliver the city's cultural strategy:
- Manage the Council's relationship with the voluntary and faith sectors, working with CVS to create a shared vision and strategy for the sector.
- Lead the council's strategies relating to Diversity, Equality and Inclusion ensuring achievement against the Local Government Equalities Framework and creating a culture and organisational capacity for change around all forms of inclusion.
- Lead partnership arrangements to ensure the Council's contribution to York City of Human Rights and progress is delivered against the priorities identified in the city's Human Rights indicator report.
- Commission / contract manage services including: Explore York, the council's leisure facilities, York Museums Trust, York CVS, CA York, Make It York, other cultural organisations and projects.
- Work with local teams and partners to build community capacity, supporting the growth of social networks and social action, bringing all

sectors together that deliver local priorities and to focus on prevention, early help, strength and asset-based working across all life-stages.

- Deliver a robust neighbourhood working function: enabling ward members, as informed community champions, to engage residents effectively, leading ward teams in the delivery of local priorities, increasing community capacity with greater participation in devolved decision-making, volunteering, and increased local area pride.
- Accountable for the council's equalities performance including "voice of experience" arrangements to ensure that the needs of York's various communities of identity / people with protected characteristics are identified and their voices heard
- Manage York Learning to deliver learning opportunities that improve people's skills for work and improve their health and well-being.

3. JOB CONTEXT

The post is primarily concerned with city leadership being the council's principal lead in the areas of culture, leisure, community involvement and engagement, and equalities / human rights.

York is increasingly recognised internationally for its unique interface between exceptional heritage and contemporary art, and that York residents and businesses are proud to be engaged with the city's arts and heritage offer, leading to greater investment and increased participation.

The council is working with partners to build resilient communities, become less reliant on the council and other agencies for help, equipping people through early help and capacity building to play a part in community life and enabling residents to be more resourceful and to have more control of their own lives, health and wellbeing.

Provides a conduit for dialogue between the council and the community sectors through championing community activities; assisting the change in culture from one of service provisions to one of self help, where assistance is provided to enable communities to grow and develop their own volunteer provision. Putting in place appropriate support mechanisms to achieve independence longer term.

Ensures that elected Members are fully aware of the city's strategic plans and that they are positively, pro-actively and appropriately engaged, and enabled to provide appropriate leadership and to respond effectively to the expressed ambitions of the cultural sector.

Makes decisions critical to the organisation's success in respect of the wider CYC agenda and the specific portfolio responsibility.

Access and equalities are increased for York residents through delivery of the Fairer York strategy and development of York City of Human Rights and work towards becoming a Human Rights Council.

The Council's Adult Learning services support York residents to achieve the best they possibly can through learning, skills and employability programmes that suit their needs.

Jointly responsible for client/management relationships for groups such as Make it York whose remit is inward investment, business support, destination management, tourism strategy, events and marketing for York. It is proactive and independent, but requires support from this role to link it to the council's strategic agenda and maintain strong relationships with the council's executive.

Commissioning services using appropriate frameworks to ensure service improvement, capital investment, long-term sustainability, and reduced reliance on council funding. Managing the reporting arrangements to scrutiny and relationship with the wider council and members, as well as with other agencies. Relevant services including:

- Explore York (the city's library service), which is so much more than just a library service, maintaining provision and re-inventing the experience, becoming community hubs.
- The council's sports and leisure facilities
- York Museums Trust
- Make It York
- York Learning

Neighbourhood Agenda – develops the council's approach to neighbourhood working. Supporting ward members to develop well-informed ward priorities, drawing on residents' views and informed by a robust statistical ward profile, the intelligence of other agencies and community partners working in the ward, and the broader council agenda, e.g. around public health.

Developing capacity, through supporting local residents to get involved in local decision making and communities to take increasing responsibility for taking initiatives to address local issues and priorities.

Developing partnership arrangements capable of driving implementation of the city's cultural strategy and increasing investment in cultural product from a more diverse range of sources including businesses in the city. Ensuring that York maximises the benefits of its UNESCO City of Media Arts status by raising awareness within the city, putting together governance arrangements to drive it, and developing international links with other cities with the same status to open up tangible benefits.

Providing a platform to promoting York's unique offer in terms of destination, economy, education and lifestyle, providing opportunities to forge new partnerships and grow the York brand.

Responsible for compliance with, maintaining and reviewing the equalities priorities for the council, ensuring there are effective mechanisms so that the council is held accountable for its performance and people with protected characteristics are identified and have a voice. Ensuring compliance with the

Equalities Act, achievement against the Local Government Equalities Framework and creating a culture and organisational capacity for change around all forms of inclusion.

As a member of the Council Leadership Group, actively contributes to the strategic management of the Council to ensure achievement of corporate aims and objectives.

As a Member of the Corporate Leadership Group is an active member of the Emergency Planning rota – on call for out of hours emergencies.

This role is an Information Asset Owner and must carry out the responsibilities of an Owner as required and set out in the council's 'Information Governance/Data Protection Roles and Responsibilities Rules'.

The post holder will act as deputy for the Director as required and will jointly lead service planning delivery for the whole Directorate including ICT, Business Support & Customer Services.

4. IMPACT & INFLUENCE

This role contributes to the development, articulation and communication of a clear vision for the development of key aspect of York as a successful city, and provides a framework to ensure an effective and shared programme of joined up strategy with key partners.

The job holder is in a position to identify opportunities which impact on the wider community to the benefit of all, it requires imagination and vision to see potential; to see how supporting projects can generate positive outcomes. Using their influence and networks to bring interested parties together to achieve these ends. The net benefit to the public is that York is a more prosperous place, offering a rich cultural experience, making it a better place to live and work.

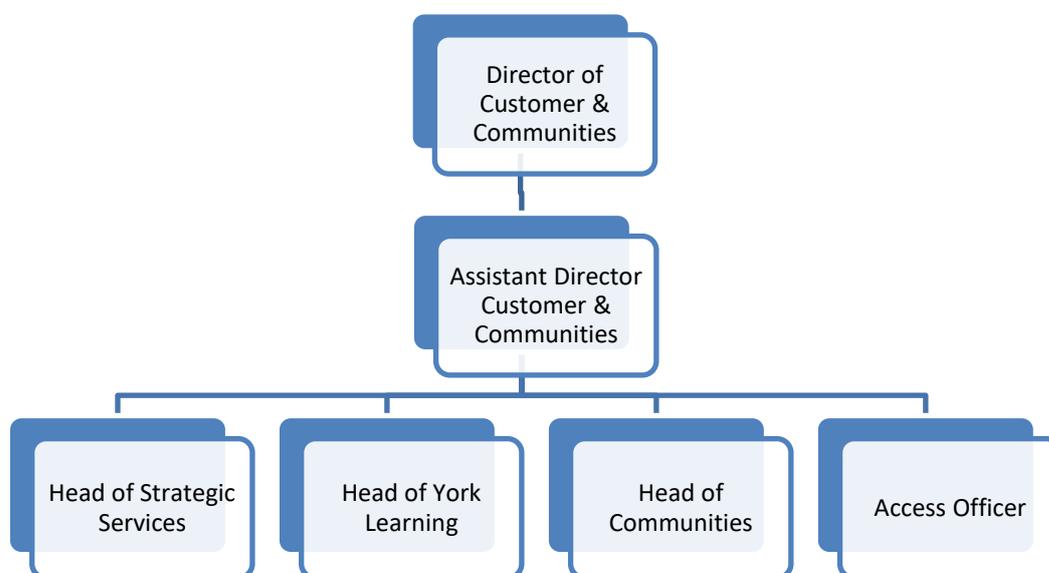
The job holder works across the council, highlighting key themes from the council's plans and strategies and linking them into the wider community, working with relevant stakeholders across the city to ensure their understanding of the council's direction of travel, forging closer ties and identifying opportunities for joint working and collaboration.

The job holder is responsible for seeking opportunities to develop the revenue of CYC through partnerships, new ventures and delivers activities that grow revenue and minimises cost without detriment to services. They also are instrumental in engaging and maximising investment from others in the cultural sector to improve the cultural offer and support key strategic agenda items e.g. tourism, economic strategy, health and wellbeing, and the Local Plan.: Engaging the city's key cultural institutions to support their development and connect them to the city's agenda and engaging Arts Council England and other relevant national bodies to maximise their investment in York.

Communication and attaining cooperation is a key function in this role. Most activities now focus on the move away from prescribed services to a position of self help, where the post holder uses their extensive experience and connections to assist in the set up of independent community based groups; persuading new ways of thinking and working, connecting ideas and working solutions which involve challenging the current practices.

Pursuing new ways to raise the profile of the city, such as trying to attain recognition as a World Heritage site. This post is a member of working group set up to try to gain this status. Lending their considerable experience and expertise, assisting the bid by gathering evidence to prove York merits this recognition, which may identify other ways to promote the unique offer of brand York.

5. ORGANISATION



6. HARDEST MOST DIFFICULT PART OF JOB

Being able to demonstrate the impact of the role in the short-term as much of the work has long-term outcomes. In the case of some measures it is hard to isolate the impact of this post from that of other partners given the collaborative nature of the role and in any event the impact is only visible through the ability to review progress over a longer time period, often many years. The benefits to the public are that lifestyles are enhanced by a diverse cultural offer, with available leisure opportunities; economically there is greater prosperity with higher value jobs greater health and wellbeing and the additional benefits that brings, making York a great place to live, study and work.

Managing the changes in political leadership which can change focus so that it is at odds with the current direction, the challenge is to sell the cultural focus and bring sides together to see the benefits.

7. KNOWLEDGE SKILLS & EXPERIENCE

- Knowledge and understanding of local government, organisation structure, operations, decision making channels, planning processes and systems and the ability to identify opportunities for improvement. Specifically will need a thorough understanding of the role of culture and tourism in the delivery of economic, social and health and wellbeing benefits.
- Experience of deploying community engagement and development techniques, facilitating community led service delivery, co-production, and social enterprises to address identified need and assist cohesion.
- Ability to advise, influence, persuade, command confidence and act assertively in a political environment with all key partners, internal and external.
- Wide experience of building, leading and maintaining strategic inter-agency partnerships to deliver strategic outcomes with demonstrable success in developing effective collaborative working with a range of stakeholders to achieve objectives.
- The post holder will have excellent proven experience and understanding of barriers faced by people with protected characteristics under equalities and human rights legislation, along with strategies to overcome them. Strong understanding and experience of equality, diversity and human rights practice and the Public Sector Equality Duty at a level commensurate with providing organisational and city leadership to place fairness and equality at the heart of all strategic activity.
- The job holder needs the ability to develop and deliver strategies to meet organisation objectives in a complex multi-functional organisation. They must be able to interpret complex information to develop plans and set priorities. Using high level analytical skills to identify trends, assess information, draw conclusions and prioritise decisions to manage risks and problem solve. Evidence of decision making based on sound risk management principles and contingency planning, which comply with the Council Procedures and processes.
- The ability to lead and motivate a large department is critical to ensure delivery of results. Outstanding interpersonal skills are needed to influence, negotiate and persuade all key partners both internal and external. Experience of developing collaborative relationships and inter-agency working.
- The job holder must be experienced and highly skilled in the management of resources, large and complex budgets with the ability to identify efficiencies and value for money at a corporate and service level.
- Outstanding interpersonal skills with experience of negotiating significant contracts, commissioning services and monitoring provision.

8. ADDITIONAL INFORMATION