



# ROLE SPECIFICATION



**WOKINGHAM  
BOROUGH COUNCIL**

<b>Job Title</b>	<b>Chief Executive</b>		
<b>Service</b>	Wokingham Borough Council		
<b>Team</b>	n/a	<b>Location</b>	Shute End
<b>Reports to</b>	Leader of the Council	<b>Grade</b>	CE

This job description sets out the duties of the post at the time it was drawn up. Such details may vary from time to time without changing the general character of the duties or the level of responsibility involved.

## Summary of Role

- Discharge, in an excellent manner, the full statutory responsibilities as Head of Paid Service and Principal Advisor to Wokingham Borough Council.
- To shape and deliver the vision and ambitions of the Council to the benefit of the residents/citizens of the Borough. Provide the managerial leadership and operational grip to ensure a modern and progressive council which is customer focused, commercially orientated, collaborative, digitally aware, and results driven in its culture *that adapts to risks and opportunities.*
- *Leadership of values and integrity to model the culture desired and develop the workforce and its managers to deliver consistent high performance and business results.*
- *Shape the performance management and corporate governance to enable high quality business decisions for an increasingly commercial and partnership delivery environment.*
- *Promote the Council and the Borough to punch above its weight, ensuring PR, Communication, lobbying and marketing are a core part of the new commercial and customer (resident) facing culture desired across all the Council and its business ventures.*
- *To develop the role of the Council developing and enabling communities to build the profile, prosperity and wellbeing of the borough.*

## Key Accountabilities

### Dimensions

- General Revenue Account: £179m gross p.a., £112m Net p.a.
- Housing Revenue Account: £17m Income
- Capital Programme: £45m - £80m p.a.
- Schools Revenue Budgets: £100m p.a.
- Number of employees: Approx. 950 FTE

### Key Personal Performance Targets and Standards

The key personal performance targets and standards will be agreed and reviewed with the post holder by leading Members on an annual basis as part of the Performance Appraisal Process.



## ROLE SPECIFICATION



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BOROUGH COUNCIL**

The initial targets and standards for the post holder will be an early priority following appointment and will focus on developing the modern culture.

### Key Accountabilities

1. **Vision and Strategy:** To provide Leadership in developing a Corporate Leadership Team that models the values and culture needed. To work with the Executive to develop and deliver corporate priorities, strategies, and delivery models, ensuring stakeholder engagement at all key stages especially the workforce, *by setting the right culture and tone for success and effectively horizon scanning to pick up risks and opportunities.*
2. **Finance and Resources:** Develop a commercially focused organisation with a culture of return on investment and a broader understanding of assets to achieve value for money. Actively and effectively manage the Council's resources ensuring robust financial and service planning and the availability of timely and accurate information to elected Members in making decisions on the Council's budget and priorities. Ensuring adequate governance and oversight of decisions and use of resources, *including sound business cases and options evaluation to inform sound commercial decisions.*
3. **Partnership Working:** Lead and encourage joint working with other agencies and service providers in order to provide integrated, cost-effective services. Act as ambassador for the Council, to achieve new resources and opportunities, by developing and nurturing external partnerships and networks including lobbying national and local government, public bodies and the private and voluntary sector
4. **Value for Money and Improvement:** Develop and put in place the processes and cultures to be more customer focused, commercially focused, collaborative, and *value for money.* Provide leadership through the Corporate Leadership Team for the delivery of transformation plans and programmes within the agreed budget and timeframe ensuring they are sustainable, embedded and ensure business continuity during change transition. Championing and introducing effective change management initiatives; fostering a culture of performance management and continuous improvement and cross-boundary working so that internal resources are used to best effect and customer experiences cohesive achievement of outcomes. *To put in place performance management frameworks that are suitable for a more commercial council with arms length services and companies.*
5. **Member Relations:** Establish effective working relationships with all elected Members, advising and supporting them through work with the Executive, Scrutiny and Policy teams, so that the Council's long-term aims and ambitions are defined and elected members play an effective role in governance and oversight.
6. **Corporate Management:** Develop and lead a strong, coordinated and proactive corporate management team, ensuring that the heart of the organisation operates strategically and





## ROLE SPECIFICATION



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BOROUGH COUNCIL

effectively, encouraging effective corporate working, by modelling leadership values and behaviours as a team. Inspire, motivate and develop the Council's workforce so that they have a real sense of ownership of its aims and objectives, encouraging cross-Council working and continual improvements in service delivery. Through personal example, open commitment and clear action, value and celebrate the diversity of Wokingham's communities, ensuring equality of access and treatment in employment and service delivery. Take responsibility for risk management, business continuity planning and Health & Safety at Wokingham Borough Council.

7. **Performance Management:** *Ensure that business cases, strategies* and Action Plans are successfully implemented, ensuring that effective management arrangements are in place to achieve the Council's objectives and implement business plans. Promote and establish a *culture which focuses on customer first*, encourages and enables all parts of the workforce to meet required performance standards and that is supportive, open and fair *developing a skilled and talented staff team*. Ensure effective performance management arrangements of arms' length companies, partnerships and contracts.
8. **Council Profile:** Ensure the Council's management processes are open and encourage the interest and involvement of the local community through opportunities to access information and for public consultation. Promote the needs of Wokingham as a community by establishing a positive corporate image for the Council, a positive role model, 'walks the talk' that others trust, respect and listen to. ~~Forge links with Wokingham's business community.~~ *Forge positive links with Wokingham Borough's business community and residents, and promote the good services the Council provides*

### Additional Corporate Responsibilities

1	<b>Health and Safety:</b> Take reasonable care for the health and safety of yourself and of other persons who may be affected by your acts or omissions at work; and co-operate with the Council to enable the Council to perform or comply with its duties under statutory health and safety provisions.
2	<b>Equal Opportunities:</b> To take positive action to ensure a thorough understanding of and positive commitment to equality in both service delivery and employment practices.
3	<b>Safeguarding responsibilities:</b> At all times to demonstrate and positively reinforce our commitment to safeguarding and promoting the welfare of children and vulnerable adults.
4	<b>Special Factors:</b> Special Factors: <input checked="" type="checkbox"/> Has own transport to travel across the borough, <input checked="" type="checkbox"/> work some evenings/weekends, <input type="checkbox"/> hazardous conditions, <input checked="" type="checkbox"/> gold emergency response <input checked="" type="checkbox"/> politically restricted post, <input type="checkbox"/> DBS check required





# ROLE SPECIFICATION



**WOKINGHAM**  
BOROUGH COUNCIL

5	<b>Behaviour:</b> Works within the Council's "competency framework" and adheres to the Code of Conduct.			
Competencies Required in Role				
Core Competencies	Foundation	Proficient	High Achiever	Role Model
21 <sup>st</sup> Century Public Servant				✓
Personal Responsibility				✓
Professionalism & Know How				✓
Working together				✓
Leadership Competencies			High Achiever	Role Model
Setting Direction				✓
Leading People				✓
Delivering Results				✓
Person Specification				
Focus on describing the qualifications, knowledge and experience an individual will require to successfully undertake the role. These should be split between essential and desirable. There is no need to repeat competency requirements or corporate responsibilities.				
Knowledge				
<del>Exposure</del> <i>Experience to</i> of modern business practice e.g. procurement, electronic service delivery, shared services programmes, <i>commercial strategies and business cases</i> .				
Understanding of residents' needs and concerns, allied to a commitment to the concept and value of public services, local democracy and partnership working.				
An understanding and record of achievement in promoting diversity in employment and service delivery, and facilitating social inclusion.				
Ambition and an understanding of business and enterprise in order to realise opportunities, deliver new council initiatives and explore new sectors of innovation to achieve income generation and develop service delivery.				
Technical Skills				
<i>A proven ability</i> to work in a complex decision making environment with multiple stakeholders, <i>developing successful business cases and challenging resource constraints to deliver strategic change</i> .				
Substantially numerate with a strategic ability to effectively analyse financial and quality data to inform policy development and monitor safe delivery of policy decisions				
Excellent corporate governance and programme management skills – the ability to prioritise, add clarity and oversee delivery on agreed objectives, with the skills to translate plans and ambitions into real achievements for the benefit of the local community.				





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**BOROUGH COUNCIL**

High-level diplomacy: the ability to act as ambassador, broker and influencer, comfortable with the media and able to deal with residents and local personalities.

### Experience

Consistent achievement in leadership at Chief Executive or board level within a complex multifunctional organisation of comparable scope and complexity. Successful demonstrable commercial experience to be more entrepreneurial, customer focused and outward looking and *establishing cultures to be so.*

Proven transformational and visionary leader with evidenced ability to build collaboration and corporate working across an organisation to achieve political priorities

Successful track record of forging and maintaining partnerships with communities, public sector, business at local and national levels to ensure the development, design, and delivery of services that meet needs and achieve outcomes

Evidenced track record of improving outcomes for residents and communities through system wide collaboration

Significant track record in executing service level, team and individual performance effectively to drive performance improvement and establish a learning culture

Proven track record of leading significant transformational and organisational development change across complex services with evidence of impact on cultures in line with the Councils vision to be more entrepreneurial, customer focused and collaborative

Experience of managing complex programmes and providing leadership for effective corporate governance which enables safe, value for money decisions

Experience of working in complex political and social environments and the resilience to adapt and navigate to the benefit of the organisation

