



Candidate pack  
**DIRECTOR  
OF GROWTH**  
of Oldham Council



**Oldham**  
Council

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## Welcome from the Leader of the Council Cllr Arooj Shah

### Leading this borough is personal to me.

Oldham is and always will be my home and my life. That's why I'm committed to ensuring that the services our residents rely on must be the best, because my family and I experience them every day.

Oldham Council is on a transformative path to become more resident-focused and ready for the future. Our children's services are the fastest improving in the country and are now graded "Good" by Ofsted. We have a new corporate plan with three missions to build a better Oldham: Happier Healthier Lives, Great Place to Live and Green and Growing. This plan won't just sit on the shelf - we'll make sure it acts as our roadmap to a better future.

Our relationships with government and the Greater Manchester Combined Authority mean we can be bold and ambitious for our borough and our residents. For too long Councils have been forced to salami slice budgets year-on-year to meet growing demand for services, but we are committed to making sure Oldham is not left behind.

Oldham is a wonderful place.

We're right in the middle of the most ambitious town centre regeneration where We've entered into a 15-year partnership with award-winning placemakers MUSE to deliver a brand new neighbourhood with 2,000 homes and a six-acre park running through the town centre.

All this work is because we know that our residents deserve better. We're committed to investing in our people and places to create jobs and opportunities and drive forward our vision for a fairer local economy.

Under the fantastic leadership of our Chief Executive, Shelley Kipling, we are now looking for several senior leaders to join our management team to help us shape the future of the borough.

**Thank you for your interest in this crucial role.**



# About Oldham

On the edge of stunning Pennine landscapes, yet only a short tram journey from Manchester city centre, Oldham is a fantastic place to live, work and enjoy.

Ours is a borough of contrasts. A quarter of Oldham lies within the spectacular Peak District National Park, with picturesque Saddleworth villages offering the best of rural life. Meanwhile, our town centre's dramatic transformation will create new homes, new shops, new jobs, new culture and a new sense of optimism and hope in what is Greater Manchester's most ambitious town centre transformation programme.

The Industrial Revolution saw Oldham transform from a small Pennine settlement into one of the leading industrial bases in the country, and that strong manufacturing heritage continues to this day – though industries such as engineering and food production have taken over where the cotton trade once thrived.

We're proud to have one of the most diverse populations in the country, with around 150 different languages spoken by our community. Our growing Pakistani and Bangladeshi communities make up more than a fifth of our residents, while our fastest-growing demographic is in the 'white other' category, a group primarily made up of those of Polish and Romanian heritage. This is a place where people from all cultures play, learn and work together.

We know our borough is not without its challenges, but we're working hard to overcome them. Unemployment levels are high, and deprivation and inequality has increased. That's why we have a vision and a plan for our people and our place that matches the ambition we have for Oldham. Now we need to secure several transformational leaders across the organisation to help shape Oldham into a fairer and more equitable place for all our people. But we are ambitious for our people and our place. Together, we will continue to shape Oldham into a fairer and more equitable place for all our people.

Oldham's time is now - **we'd love you to join us.**



# Living and working in Oldham

Oldham offers a mixture of urban and rural life unlike almost anywhere else in the UK.

Perfectly positioned on the edge of Manchester, with easy access to Manchester city centre and surrounding attractions, we're also just a short journey from fantastic walking, climbing and biking opportunities in the Peak District national park, as well as popular tourist hotspots on both sides of the Pennines.

Our borough is teeming with affordable properties, excellent schools (80% are rated Good or Outstanding by Ofsted) and super-connected transport links.

Direct road links from the M60 and M62 make driving to work an easy option for many. However, public transport links are also fast and easy; with a direct Metrolink line into Manchester city centre, and bus routes across Greater Manchester and beyond. Meanwhile, Manchester Airport is easily accessible for international travel.

Oldham's Town Centre Investment Plan and wider regeneration plans are turning our vision of Creating a Better Place into a reality with a new shopping, leisure and entertainment complex.

Spindles redevelopment – the town square shopping centre is being redeveloped to create modern, vibrant workspaces and civic offices, as well as bringing our historic Tommyfield Market into the building in a new purpose-built area. This redevelopment will transform the town centre and complement the recent developments in Parliament Square which is home to the ODEON Cinema and several popular places to eat and drink.



# Why work for us?

It's an exciting time to join us here in Oldham as we build a fairer, more inclusive borough that works for everyone.

We've got an ambitious strategy which will create new jobs, new homes, and top-quality new public spaces for all our communities to enjoy. At the centre of those proposals is our new-look town centre. We've recently moved our Civic Centre teams into brand new offices in the Spindles shopping centre – freeing the space up for development and brand new homes. We have also, together with social enterprise Upturn opened The Hive, a coworking space to support new business in Oldham - creating opportunities for economic growth and innovation.

But while we've got big plans to continue building on our achievements, we're dedicated to delivering the very best public services Oldhamers need and deserve. That means getting the basics right – cleaning the streets, collecting waste and looking after our environment – while also ensuring that people get all the help and support they need, particularly the most vulnerable.

By working in partnership with our communities, listening to what they have to say, and taking action, we will keep improving our services to be the very best they can be. We're committed to reducing inequalities, tackling poverty, and ensuring everyone can fulfil their potential – whichever of our wards they're born in.

We also know we won't succeed in isolation.

We work closely with the other nine local authorities in Greater Manchester as part of the Greater Manchester Combined Authority, driving forward joint ambitions for health, wellbeing, work and jobs, housing, transport, skills, training and economic growth for almost three million residents across our region.

# Our priorities, values and behaviours.

## Our four pillars of change

These pillars represent our four main focus areas to deliver the plan. They will be essential for us to transform words on a page into a reality which will bring about real change for Oldhamers, and ensure that Oldham is an exemplar for local government - despite the financial challenges.

### Efficiency and value for money

We're committed to making the best use of our resources throughout the Council.

### Capacity building

We will build strong infrastructure to meet our needs now and in the future.

### Digital

We will use digital tools to improve services and make our organisation more efficient.

### Prevention & early help

We will actively work to reduce the need for our services by focusing on prevention and early support.

## Our priorities

*The corporate plan shows how we'll build a future where Oldham is recognised for its ambition, inclusiveness, and strength by focusing on three key missions:*

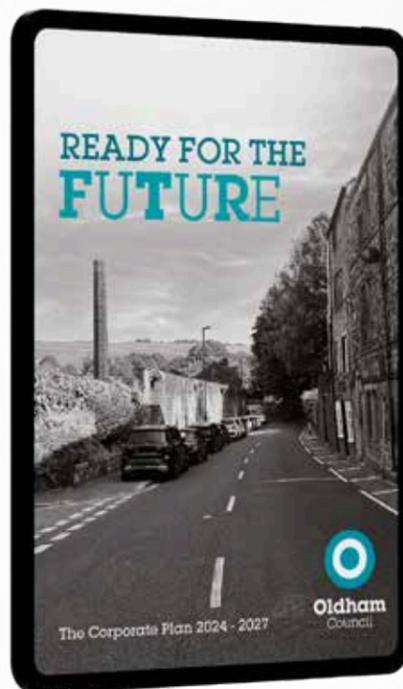
**Healthier Happier Lives**

**Great Place to Live**

**Green and Growing**

*By fostering innovation, investing in people, and supporting our communities, we'll ensure Oldham remains a place where everyone can thrive. With strong leadership, commitment to our values, and ongoing improvement, we're ready to adapt to the changes in local government.*

[↓ DOWNLOAD HERE](#)



# Our values and behaviours

In an ever-changing environment, where strategies must remain flexible and responsive, our cooperative ambition drives us forward, guided by a core set of values and behaviours. These principles form the foundation of Oldham Council's approach, ensuring that we stay true to our core purpose and direction.



## Proud

We take pride not only in what we deliver for the residents of Oldham but also in how we deliver it.



## Ambitious

We recognise the challenges we face and are committed to setting high aspirations to overcome them, with determination and focus.



## Together

We believe in shared solutions, working across sectors and with our communities to achieve common goals and deliver the quality services Oldham deserves.

Our values – Proud, Ambitious, Together – define who we are and how we operate. They shape our culture, inform our decisions, and inspire us to deliver on our commitments to the people of Oldham. They are the standards we hold ourselves to, day in and day out. Alongside these values, a set of key behaviours guides how we work, ensuring consistency and focus across all areas of the Council.



**Working together to achieve the best for our people and place, we demonstrate these five key behaviours at all times.**

**1** Working with a resident focus

**2** Supporting local leaders

**3** Committed to the borough – we're very proud to work for Oldham and we want you to be too

**4** Taking ownership and driving change – we need to anticipate the needs of residents, look for improvements in the way we support them and think about how we could do so more effectively.

**5** Delivering high performance – we set clear targets and look to be efficient in everything we do. We want team members to challenge, look to improve existing ways of working and take responsibility for their personal development.

# Our next Director of Growth

## Salary (£104,337 – £115,105)

As the Director of Growth, a senior leadership role at Oldham Council, you will work to the Executive Director for Place (Deputy Chief Executive) and alongside other Directors in managing and delivering a broad range of growth services. This includes regeneration and development, asset management, housing growth, and skills and employment support.

You will contribute to and support the development, coordination, and implementation of the Oldham Plan and the corporate strategies and policies that will help achieve the Council's cooperative ambitions.

As a member of the Management Board, you will be responsible for designing and delivering elements of the Council's transformation programme, while providing strong leadership on cooperative behaviours across all areas of responsibility.

You will provide and recommend strategic direction across all matters within your portfolio to ensure the Council's aims and objectives are met and that services are delivered effectively.

## Benefits and rewards

- A variety of flexible working options
- Access to the workforce wellbeing offer to support mental health, physical health and lifestyle behaviours
- Staff discount scheme
- Salary sacrifice schemes including Cycle to Work
- Reward and Recognition schemes including the Annual Staff Awards and Long Service Awards
- A variety of learning and development opportunities to help you develop in your current or future roles
- Opportunity to take volunteering days to support voluntary, community and charitable groups in Oldham.

## Role Specific Accountabilities

To strategically lead on the Council's growth remit across the borough through the development and delivery of the Creating a Better Place transformation and regeneration programme, accelerating the Council's housing delivery programme, place marketing, and strategic asset management.

To represent Oldham at the Greater Manchester level and work with the Greater Manchester Combined Authority 'family' in the implementation of the Greater Manchester Strategy and associated strategic investment priorities.

To support the work of the Oldham Partnership to develop a joint approach to the delivery of the Oldham Economic Review that aligns with the ambitions of the borough, and the Housing Task Force to provide the much needed homes – both of which meet the needs of Oldham businesses and residents, both now and in the future.

To develop a proactive growth and development model across the division through business engagement and inward investment strategy – promoting the growth of new enterprises, businesses and developments to retain and promote economic activity in Oldham - creating new homes and employment opportunities for Oldham residents.

To promote and ensure the positive management and redevelopment of Oldham Town Centre, and the surrounding district centres through the delivery of the Creating a Better Place capital investment programme to enable significant transformation change and ensure the town has a thriving future.

To act as the Council's strategic landlord and lead on corporate accommodation, strategic asset management and building / property management across corporate, community and commercial estates.

To support the development and work of the Oldham Learning Co-operative Partnership (OLCP), particularly in implementing the recommendations of the Oldham Education and Skills Commission.

To undertake the strategic role for the Council and to work with the Director of Education and Early Years to ensure that the borough's education system is aligned with the labour market and economy so that young people benefit from initiatives such as Get Oldham Working and the Youth Guarantee.

## Standard Duties

- ✔ To determine the strategic direction of all services within the division, and anticipate the influencing changes, both internal and external, to evaluate the risks and opportunities, and put appropriate strategies/plans into action.
- ✔ To lead the management, development and continuous improvement of the services under your remit to develop and embed a high-performance culture, maximise efficiencies and deliver innovative and sustainable service improvements as well as establishing and a culture of continuous improvement.
- ✔ To be accountable for service budgets linked to the Creating a Better Place Programme, and directly influence the budget-setting and long-term financial planning of the division/group and demonstrating value for money in the delivery of its services.
- ✔ To work collaboratively across the council to contribute to the strategic management of the council, ensuring the delivery of agreed outcomes, targets and objectives as agreed by elected members.
- ✔ Nurturing team development and embedding a performance culture by being responsible for clear performance management and service standards to deliver better outcomes through personal accountability, timely decision making, and dedicated team collaboration.
- ✔ To drive and manage continuous service improvement, innovation, culture change, staff motivation and celebration of team successes.
- ✔ To ensure that the directorate has commercial acumen and is focused on exploring new ways to reduce costs while improving efficiency and productivity through a range of approaches, including: the strategic re-design of services and their costs; the use of business and operational process improvements; the smarter use of technologies and the enhanced performance management.
- ✔ To determine the year on year business plans and work programmes within the division, along side the Corporate Plan and Council priorities and ambitions, including regular monitoring and evaluation of progress and agreeing appropriate follow up actions.
- ✔ To contribute to the overall management of the directorate and to deputise for the Deputy Chief Executive (Place) as and when required.
- ✔ To undertake such responsibilities as assigned from time to time by the Deputy Chief Executive (Place), including the performance of duties outside office hours, co-operating with the Council's Emergency Planning arrangements, supporting the officer duties required for the election count, and assisting in the maintenance and development of business continuity plans / risk management.
- ✔ Promote and support the Council and its partners in bidding for external funds and to ensure that any opportunities to secure external grant funding are maximised in conjunction with the submission of professional business cases (including appraisals, outputs, designs, plans and financial / sustainability assessments etc) in a timely manner.
- ✔ To maintain awareness of external influences that may impact on service strategy and delivery and to plan accordingly. To identify, review and bring forward strategic options for the management and delivery of the service.
- ✔ To develop new and enhance established partnerships to promote and secure agreed objectives for the borough to re-position the service and enhance its reputation with local communities and developers, but also with local, regional and national strategic policy, investment and partnership frameworks.
- ✔ To promote a learning and development culture within the service and ensure that learning is embedded, captured, shared and applied within the Directorate and Council as appropriate.
- ✔ To act as an ambassador and to lead by example to staff, stakeholders and partners on the values, attitudes and behaviours expected to demonstrate the high performance standards and excellent levels of service expected.
- ✔ To understand and respect the roles of Elected Members, Portfolio Holders and MPs as decision-makers and scrutineers, to develop, maintain and enhance effective relationships.
- ✔ To actively promote the inclusivity, equality and diversity agendas in all aspects of service delivery.



# Selection criteria

## Education and Qualifications

Educated to degree level or professional qualification relevant to the post or extensive experience within postholders portfolio of responsibility.

## Knowledge

Experience of service delivery within a commercially focused organisation

## Skills and Abilities

Ability to develop strategies and translate them into effective operational plans.

The ability to motivate, empower and direct staff to enable them to achieve the operational objectives.

Able to work flexibly across a broad range of services and disciplines.

Ability to communicate a compelling vision to key stakeholders internally and externally to achieve operational outcomes.

Business acumen from creating a commercial environment where the management of cost/budgets and customer satisfaction is paramount and productivity is high.

## Experience relevant to the role

A demonstrable record of senior strategic leadership achievement and experience.

Proven experience of working effectively and impartially with elected members and in supporting the democratic decision making process.

Expertise in leading successful large scale organisation change programmes.

A track record of significant achievement and service improvements that have improved organisation performance.

Experience of leading a range of redevelopment, regeneration and / or housing delivery services.

Success in developing working relationships and partnerships, working collaboratively to deliver excellent services.

Significant experience of resource management; people, financial and physical.

A successful track record of forging and maintaining working partnerships with communities / service users to ensure the development, design and delivery of services that reflect their needs.

Able to demonstrate examples of major efficiency programmes that have delivered operational service improvements.

## How to apply

To apply, simply visit our job site and submit your application.

 [VISIT OUR JOB SITE](#)

For a confidential conversation about this role, please contact our retained consultants at Penna:

Pete John on 07701 305617 or [pete.john@penna.com](mailto:pete.john@penna.com)  
Ali Tasker on 07514 728114 or [ali.tasker@penna.com](mailto:ali.tasker@penna.com)

## Your CV should include:

- Full contact details
- Names, positions, organisations and contact details for two referees (we will ask your permission before contacting referees)
- Details of your notice period

**Closing date:**

**Sun 11 January 2026**



**“I can’t promise you it will be easy, but I can promise you it will be incredibly rewarding.”**

Cllr. Arooj Shah, Leader of Oldham Council