



# London Borough of Hounslow

## Role profile

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Indicative Grade:	Assistant Director (CO3)
Role Title:	Assistant Director Area Regeneration
Directorate:	Regeneration, Housing and Environmental Services
Reports to:	Director of Regeneration and Growth

### **About being an Assistant Director at London Borough of Hounslow**

As a member of our Senior Leadership Team, you play a key role in decision-taking on behalf of our residents and contribute formally through our leadership governance arrangements across the organisation.

Leaders at Hounslow are future focused, looking across and outwards to make the greatest positive impact for our residents. Working with the Directors, you will contribute to the development and delivery of the corporate plan and lead services in such a way that our ambitions are realised. You will lead the operational delivery of critical services, and you will manage risks, ambiguity, and challenges responsibly. You will assist your Director with the support that we provide to Elected Members across all political parties. You will exercise influence and have impact across London, both as a leader in your profession and the operational delivery of your services, and as an ambassador for our organisation and communities.

### **Specific accountabilities for the role**

- To drive forward the area regeneration dimensions of Hounslow: Prosperity & Place, the Business Case for Growth and Opportunity Hounslow.
- To work alongside the Director Regeneration and Growth to build a new team of area regeneration professionals, to be recognised in due course as best in class.
- To be a champion for Hounslow, developing networks and relationships with key national (MHCLG, DfT), regional (GLA, TfL) and local partners, stakeholders, developers, and investors.
- To lead on the development of area-based masterplans and delivery strategies, making a case for investment in our town centres and neighbourhoods.

- To secure public and private sector investment into Hounslow that delivers good growth through quantifiable social, economic, and environmental benefits to the local economy and residents.
- To translate our delivery strategies into place partnerships of varying forms and to ensure those partnerships deliver by holding them to account.
- To work across our placemaking strategies with partners within the council on localities and the place programme approach.
- To ensure that design quality is reflected in all the work commissioned, directly and indirectly.
- To adopt exemplar engagement, co-design and co-production processes reflecting the council's Radical Overhaul of Consultation and Engagement (ROCE).
- To secure external funding and ensure the effective delivery of existing external funding (e.g. OPE), adding value through funding bids and securing investment to support council priorities.

### **Top things about you**

- You will bring experience and demonstrable success at a senior level.
  - You will bring leading knowledge of best practice in your area of expertise, supported by strong analytical skills and an excellent aptitude for developing inventive solutions to complex problems.
  - You know how to communicate expertly. Your ability to engage with complex concepts and issues and communicate these clearly and simply should be one of your strengths.
  - You will have experience of developing excellent relationships with stakeholders and you can prove that you have developed with them strategic and tactical solutions to operational delivery challenges and opportunities.
  - You will demonstrate a proven track record of financial and commercial awareness and competences in managing budgets to high standards of probity and accountability.
  - You will bring demonstrable experience and skills in leading and managing multi-disciplinary teams; and in providing visible and supportive leadership that empowers, motivates, and develops staff to deliver improved and positive service outcomes for service users.
  - You will be a role model for our values, creating the conditions for our people and residents to succeed.
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## Your corporate contribution

- Develop and engage the teams you manage, translating strategic ambitions into practical operational delivery.
  - Work effectively as one of the Council's most senior officers, delivering corporate objectives through collaboration across the whole Council and with our partners.
  - Contribute to the delivery of the Council's One Hounslow transformation programme, balanced against the delivery of the services you lead that our residents rely on every day.
  - Provide sound, professional advice to the Council on all areas relating to your area of expertise.
  - Maintain and develop the effectiveness of all services by ensuring cohesive plans are produced which specify outcomes, resources needed for their achievement, employee development, performance measures and standards to be achieved.
  - Lead, motivate and support your teams, enabling them to learn, every day, and to effectively deliver divisional and personal objectives so that they are able to be the very best that they can be.
  - Effectively manage service budgets in accordance with the Council's standing orders and regulations, delivering financial efficiency and value for money, and maximising the generation of income. This will include authorisation of payments, budget monitoring and control of expenditure, in line with the Financial Strategy.
  - Promote equality, diversity, and inclusion in the delivery of services, and in our employment practices, and support Hounslow to become an even more inclusive employer, by putting equality front and centre of everything we do. Make Hounslow fairer and more equal.
  - Deputise for your Director.
  - Participate in the Council's emergency planning and responses to emergency situations when required to do so, and assist in the conduct of elections as required.
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## **These are the values that drive us:**

### **Lead with heart**

We're here for the people of Hounslow. We work together with them and for them with care and compassion, with patience and in partnership. We put ourselves in other's shoes, remembering that every person is different, and every interaction is a real moment in their lives. We always feel first.

### **Do new**

We need to do things differently if we're going to help Hounslow people thrive in the future. Hard work is important but it's not enough on its own. We need to challenge ourselves to break new ground, invent new approaches, try new ideas keep moving forward and keep improving. That means being ready to stop doing things we've done before. It means taking on risk and backing each other when we take a leap.

### **Pass on the power**

The world keeps on changing and we need to change with it. We won't be able to adapt fast enough to the future needs of our residents if we stick to old fashioned command and control. We need to hand over responsibility and give people more power to make decisions and take action themselves. It's about being transparent and straightforward. It's about providing tools and support. But most of all, it's about being ready to trust each other to do the right thing.

### **Harness the mix**

We work together, across disciplines and roles. We talk lots, share our insights, our skills and experience. We're not interested in siloes or defensiveness. We're always open to different approaches, we're flexible and ready to adapt. We break down the barriers between our parts and people to unlock the problem-solving power of our amazing mix of minds.

### **Be a rock**

There's lots to do and people need us. It's up to us to take the initiative. To take responsibility. To stand up and be counted. Everyday. It's about being super focused, effective, and efficient. It's about allocating our resources smartly and with good rationale – using data to help guide our decisions. But most of all, it's about having the strength and determination to keep on going through thick and thin.

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