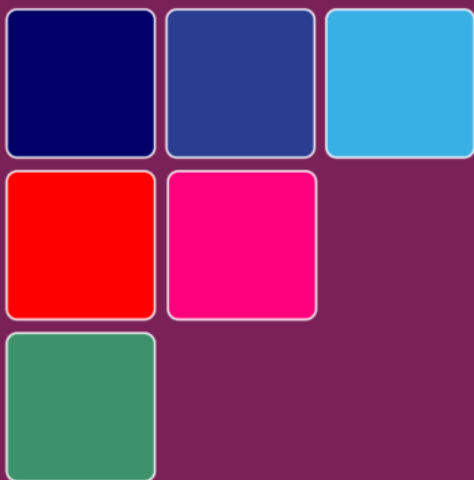


Dudley Council

# Director – Transformation



## DMBC Operating Model 2024 - Vision:

A community-focused, financially resilient, collaborative, and sustainable council delivering the services required to support and meet the essential needs of residents, businesses, and the local economy.

*Case for Change July 2024*

## Our Values:

Our values describe what we stand for and how we operate, and we expect our values to be lived and role-modelled throughout our organisation.



...we will be one council, building an effective and dynamic organisation

(to be updated 2025)

## Our Directors:

Play a pivotal role in Dudley Council's comprehensive recovery and transformation programme through drive and leadership that supports our business, our workforce, and our residents.

Take collective accountability for the achievement of corporate priorities and outcomes within agreed resource and time frames, the directors contribute to leading the organisation, provide strategic oversight and are accountable delivery across a range of functions

Ensure teams take a responsive, resident focused approach and will ensure collaboration to operate as 'one council'.



**Job title:** Director – Transformation

**Grade/Salary:** Chief Officer 2: £118 - £130K

**Reports to:** Group Director – Core Business

**Post Number:** CE463

### Role Purpose:

1. Responsible for any statutory functions within remit.
2. Member of the Council's senior leadership team, lead and drive organisational transformation, maximising use of technology/automation and cultivate a high-performance culture focused on continuous improvement, efficiency, and improved customer experience and choice.
3. To lead the Council Improvement Programme, implementation of the new operating model, and ensure all transformation workstreams have clear deliverables to modernise service delivery.
4. Champion evidence-based decision-making, robust financial management, and model effective leadership behaviours and accountabilities underpinned by adherence to the Nolan Principles, while articulating a compelling vision for change.
5. Direct the work of the relevant operational teams and associated resources to ensure they are responsive to the needs of the organisation and effective partnership working.

### Key responsibilities:

1. Provide strategic and operational advice to the Chief Executive, Group Directors, and senior leadership team, ensuring all guidance aligns with core objectives.
2. Develop and implement strategies for service areas, translating corporate goals into actionable plans which are underpinned by clear benefits realisation deliverables.
3. Identify and address opportunities and challenges with innovative solutions to enhance community and business outcomes.
4. Take collective responsibility for driving transformation through the Council's new operating model and fostering a workforce adaptable to new working methods.
5. Accountability and leadership for: -

Council Vision, Strategy & Policy	Service modernisation, DMBC Improvement Plan oversight and implementation of the new operating model
HR/workforce including employee relations	OD & Learning
Business intelligence, insight, performance management/reporting and benefits realisation	Democratic and civic functions
ICT & cyber security strategy and operations	Innovation – automation, AI and modernisation strategy
Customer contact channels and out of hours contact services	Transformation Programme Office
Community, resident, partner and workforce feedback	Civil contingencies, emergency planning and business continuity
Organisational support functions	Climate change



Corporate communications and campaigns, complaints and commendations	Council strategies development and oversight of delivery
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6. With the Chief Executive and Group Directors take a lead role to: -
  - a. Craft and deliver creative and innovative solutions to improve long term performance, effectiveness and efficiency, ensuring all Council functions are supported to meet the highest standards of governance and delivery.
  - b. Develop and nurture strategic partnerships and relationships with private sector organisations, regional bodies, public & voluntary sector, government and other stakeholders
  - c. Provide advice and insight to senior leaders and Members and other key decision makers, providing tactical guidance to meet Council objectives.
7. Lead the transformation of council functions through technology and innovation, focusing on integration, business process redesign, self-service, and modernisation to reduce costs and enhance customer experiences. Implement and continuously improve the new operating model to deliver high-quality, efficient services with effective governance and team collaboration.
8. Manage designated budgets, ensuring performance management systems are in place to optimise resources and income.
9. Ensure compliance with legal and regulatory standards and promote transparency and ethical standards.
10. Participate in corporate resilience, emergency planning, and business continuity. Build effective relationships and partnerships with stakeholders.
11. Develop clear business plans to support the Council Plan, with governance, performance monitoring, and innovation.
12. Ensure adherence to health and safety policies and legal obligations under the Health and Safety at Work Act 1974 (or relevant local legislation) including Monitoring compliance with legislation, internal policies, and industry standards.

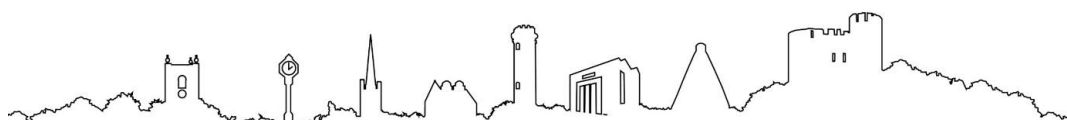
### Special Conditions:

This post is politically restricted.

This post may be subject to the DBS checking process.

Driving Licence will be subject to checking with the DVLA. It is a council requirement to have Business Use Car Insurance and a valid MOT certificate (For cars over 3 years old).

Prepared by                      Chief Executive  
Date                                10<sup>th</sup> March 2025



## Person specification - Essential criteria:

Qualifications and experience	
1.	Degree level, equivalent education and/or strong evidence of working practice in the appropriate fields and level of role.
2.	Holds a recognised professional qualification
3.	Evidence of continuing professional development
4.	Proven experience in large scale design and delivery of transformational change, maximising use of technology and developing long-term strategies and plans underpinned by clear benefits realisation.
5.	Strong experience at a senior level gained in a large, complex, multidisciplinary organisation of senior strategic leadership achievement and experience of consistently developing strategies and translating them into effective operational delivery plans
6.	Strong relevant management experience at a senior level in a local authority or other large organisation with experience of successfully delivering high levels of customer service in a multi-functional environment
7.	Record of achievement in identifying and effectively managing the risk inherent in the delivery of operational services
8.	Experience of service redesign and defining services standards and proven track record of delivering customer-focused services in a complex environment.
9.	Demonstrable experience of ensuring high levels of probity, transparency and governance/standards in public life
10.	Proven success in leadership and management of a range of services with multi-disciplinary teams to achieve high performing and significant, sustainable service improvements and outstanding results leading to improved outcomes for service users
Skills and abilities	
11.	Proven commitment to public service and the ability to champion equality diversity and inclusion and embedding these as core values
12.	Successful track record in the management of large staff groups and motivating them to achieve change in new ways of working
13.	Proven ability to lead by example, act with integrity in alignment with the Council's professional standards, values, and behaviours, consistently modelling these attributes
14.	Politically astute, acting in line with the Nolan principles in public life





15.	Proven ability to work effectively in partnership with a wide range of internal and external bodies and able to demonstrate community leadership
16.	Proven ability to exhibit skills, tact, diplomacy, persuasion, negotiation, advocacy, and assertiveness and to adapt personal style as required
17.	Excellent relationship management skills, capable of working effectively with members and displaying a high level of political awareness.
18.	Visible, approachable and accountable for self and others, seeing errors as opportunities for learning.
19.	Driven and self-motivated with a clear sense of purpose
20.	Capable of anticipating and influencing changes to meet service needs, demonstrating both resilience and tenacity under pressure.
21.	Flexible, responsive and resilient to changing demands and priorities
22.	Aware of own strengths and areas needing improvement, with a commitment to addressing these areas.



