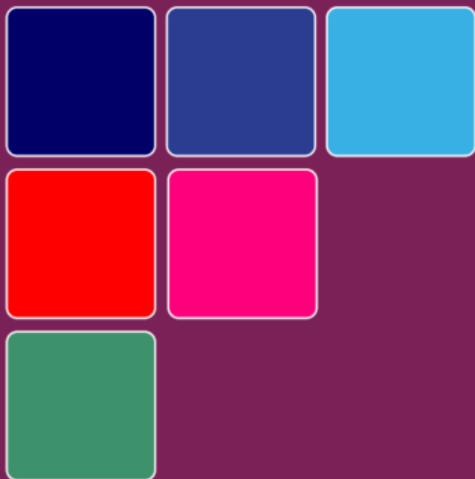


Associate Director - Business Modernisation



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 Associate Directors will:

Play a pivotal role in Dudley Council's comprehensive recovery and transformation programme bringing distinct professional skills, 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

Support Directors to deliver for Dudley modelling a responsive, resident focused approach and will ensure collaboration to operate as 'one council'.



Job title: **Business Modernisation**

Grade/Salary: £92,995.00 - £104,484.00

Reports to: Director –Transformation

Post number: CE464

Role purpose:

1. To be responsible for any statutory functions within their remit.
2. To be a member of the Council's Top Leaders Group, supporting organisational transformation, maximising use of technology/automation and cultivating a high-performance culture focused on continuous improvement, efficiency, and improved customer experience and choice.
3. To support the delivery of the Council Improvement Programme, implementing the new operating model, and ensuring that all transformation workstreams have clear deliverables to modernise service delivery.
4. To ensure evidence-based decision-making and, robust financial management, and to model effective leadership behaviours and accountabilities underpinned by adherence to the Nolan Principles, while articulating a compelling vision for change.
5. Establish and implement the Council's modernisation of functions programme underpinned by maximising use of technology/innovative techniques, business process re-design to streamline/remove waste/delays, automation, self-service and end-to-end integration to reduce duplication of effort, ensure support is needed for those in most need and improve outcomes for customers and residents.
6. Use data intelligence to identify evidence-based prioritisation through collaboration with functional areas who will be releasing the efficiencies.
7. Drive transformation and change, ensuring compliance with legal and professional standards, and actively collaborating with internal and external stakeholders to deliver inclusive, high quality, and sustainable infrastructure and services aligned with the Council's vision and objectives.

Key responsibilities:

1. Supporting the Director in the management of the relevant subset functions within the service area, providing tactical and operational guidance and expertise to meet objectives.
2. Developing and implementing strategies for functional areas, translating corporate goals into actionable plans which are underpinned by clear benefits realisation deliverables.
3. Identifying and addressing opportunities and challenges with innovative solutions to enhance community and business outcomes.
4. Taking collective responsibility for driving transformation through the Council's new operating model and fostering a workforce adaptable to new working methods.
5. Taking accountability and leadership for: -

Business modernisation: lead the operational delivery of the Council Improvement Plan and implementation of the new operating model to improve efficiency, responsiveness, and impact.	Democratic and civic functions: oversee governance support to elected members, civic leadership, and democratic engagement.
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Customer services: manage all customer contact points, access channels, out-of-hours services and lone working arrangements ensuring that technology/automation is maximised whilst maintaining face to face for vulnerable groups.	Complaints, feedback and compliments: ensure robust processes for handling and learning from public feedback
Transformation management office (PMO): oversight of corporate transformation projects, ensuring alignment with strategic goals and delivery of measurable outcomes.	Civil contingencies, emergency planning and business continuity: ensure organisational readiness and resilience through effective planning, testing, response, and recovery frameworks
Organisational support: lead, transform and manager internal service delivery such as administrative support, executive support, coordination, and internal customer service	Land charges and GIS: manage statutory land charge services and geospatial information systems for internal and public use.
Corporate communications and campaigns: lead strategic communications, media relations, and public engagement activities	Climate change: drive the council's response to climate change through policy, communication, and service integration.
Oversee day-to-day service delivery across multiple internal and external-facing teams, ensuring efficiency, integration, and responsiveness.	Lead workforce planning and deployment across business support and transformation functions
Establish and maintain governance frameworks to ensure effective delivery of business modernisation programmes and statutory services. Monitor risk, compliance, and continuity plans to support safe and sustainable operations	Set service standards, KPIs, and reporting frameworks across all areas of responsibility. Drive performance improvement using insight from complaints, customer data, service feedback, and organisational diagnostics.
Take collective responsibility for shaping and embedding the Council's new operating model. Foster a flexible, agile, and technology able and enabled workforce prepared to adapt to new ways of working.	Champion continuous improvement, service redesign, and customer-centric innovation across all functions including leading on annual round of Group reviews in readiness for budget setting.
Work in close collaboration with the Corporate Procurement, Commissioning, and Contract Management teams to ensure effective outcomes across all purchasing, procurement, commissioning and contract management activities, aligning provision with needs, robust specifications, achieving best value, and demonstrating measurable impact	Contribute to the Council's corporate transformation programme, aligning with the organisation's new operating model and long-term objectives.

6. Supporting the Group Director and Directors 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 as and when required, providing tactical guidance to meet Council objectives.
7. Supporting 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. Implementing and continuously improving the new operating model to deliver high-quality, efficient services with effective governance and team collaboration.
8. Managing designated budgets, ensuring performance management systems are in place to optimise resources and income.
9. Ensuring compliance with legal and regulatory standards and promoting transparency and ethical standards.
10. Participating in corporate resilience, emergency planning, and business continuity. Building effective relationships and partnerships with stakeholders.



11. Developing clear business plans to support the Council Plan, with governance, performance monitoring, and innovation.
12. Ensuring 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.

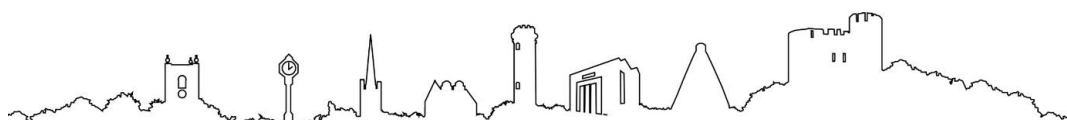
This post may be subject to the DBS checking process.

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: 30th June 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 within the relevant subject matter
3.	Evidence of continuing professional development
4.	Proven experience in large scale delivery of transformational change
5.	Proven experience at a senior level gained in a large, complex, multidisciplinary organisation of strategic leadership achievement and experience consistently developing strategies and translating them into effective operational delivery plans
6.	Proven management experience at a senior level in a local authority or other large organisation with experience of successfully delivering people and organisational development services and functions with measurable outcomes
7.	Strong knowledge of governance frameworks, statutory requirements and best practice across the remit
8.	Record of achievement in identifying and effectively managing the risk inherent in the delivery of operational services
9.	Experience of service redesign and defining services standards and proven track record of delivering customer-focused services in a complex environment
10.	Demonstrable experience of ensuring high levels of probity, transparency and governance/standards in public life
11.	Proven success in leadership and management of a range of services with multi-disciplinary teams to achieve high performing and significant, sustainable improvements and outstanding results
12.	Experience of service redesign and defining service standards
13.	Proven track record of delivering customer focus services in a complex environment
Skills and abilities	
14.	Proven commitment to public service and the ability to champion equality diversity and inclusion and embed these as core standards
15.	Successful track record in the management of large staff groups and motivating them to achieve change in new ways of working
16.	Proven ability to lead by example, act with integrity in alignment with the Council's professional standards, values, and behaviours, consistently modelling these attributes
17.	Politically astute, acting in line with the Nolan principles in public life
18.	Proven ability to communicate and work effectively in partnership with a wide range of internal and external bodies



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

