



Assistant Director – Skills, Work & Inclusive Economy

Directorate: Place

Reporting to: Strategic Director Place

Grade: Local Scale Band E

Salary: £73,833 - £80,117

Location: Flexible

Hours: 36.00

About the role

- Contribute to the corporate leadership of the Council, operating as a member of the directorate and wider council senior leadership team, providing strategic leadership, direction, and service expertise.
- Provide clear leadership to the city's skills and work agenda leading the development and implementation of a circa £1.5 million per annum programme taking responsibility for external income generation and submission of funding bids.
- Through a sector led approach build relationships with businesses to identify job opportunities and skills requirements for current and future jobs creating sustainable pathways, including education and skills development, to connect Salford residents with jobs.
- Ensure that the City's growth sectors have the skills and talent that they need to grow and that employers across the city are actively engaged in contributing to skills development, skills utilisation and offering career pathways and progression.
- To drive improvements in opportunities, skills provision, and employability at all levels throughout the city through the implementation of the Employment & Skills Strategy.
- Lead the development and delivery of strategies to support inclusive growth and regeneration delivering high quality employment opportunities for local people.
- Develop strategic relationships with partners, local communities, businesses, and key stakeholders working together to build a more inclusive and green economy for the benefit of local people.

- Play a lead role in supporting the continued economic development and growth of the city maximising opportunities and potential to attract and nurture quality local employment for Salford people in future industries.
- As part of the council's senior leadership team ensure that skills, work, and inclusive growth are integral across all services to develop broader organisational capability to deliver our ambitions as detailed in the Inclusive Economy Strategy.
- Accountability for the effective leadership of all skills, work, and business teams, ensuring cohesive provision that is aligned with organisational priorities and that available resources are used to best effect.
- To ensure that data and intelligence is at the heart of decision making and enhances the effectiveness of the council and key partnerships by forecasting and interpreting data.
- Ensuring robust and effective corporate governance, financial, performance and risk and assurance systems and processes are in place across the service.
- Embed positive leadership behaviours within a continually developing cultural environment, inspiring direct reports, and others to uphold the Council's strong values and leadership behaviours.
- Lead and achieve a people-centred, values based and inclusive organisational culture that promotes innovation and creativity, nurtures growth and focuses on developing and maximising potential to improve services.
- Through personal example, commitment and action develop an inclusive, supportive, and constructive environment where everyone is treated with dignity and respect and diversity is valued in the workplace, in service delivery and communications.
- Undertake duties as part of the Emergency Planning and business continuity rota.

Key outcomes

- Provide visible, strategic leadership for the Skills, Work & Inclusive Economy Service, which embodies the City Council's leadership behaviour framework, and develops a culture that promotes innovation and creativity in service transformation and delivery.
- Develop a strong city-wide partnership between education and skills providers, employers, and businesses, as well as the city council and other anchor institutions across the city.



- Drive the skills and employability agenda, strengthening connectivity across the council, developing relationships with businesses and education partners to ensure sustainable growth to deliver key strategies including the Inclusive Economy and Anti-Poverty strategies.
- Work with partners and communities to promote a whole systems approach to drive effective action on social and economic inclusion and tackling inequalities.
- Support the delivery of inclusive regeneration programmes for sustainable economic growth attracting investment and building community wealth to create jobs and opportunities for all.
- Lead the delivery of the three core outcomes identified to achieve our ambitions for Salford as a learning city.
 - **Improving and increasing the quality of local jobs** – focussing on the foundational economy, and sectors such as hospitality, leisure, retail, and including entry level opportunities in the public and VCSE sectors. Together with the GM growth sectors in advanced manufacturing, digital and health tech innovation, construction which provide opportunities to invest in an increased supply of quality local jobs for local residents with the appropriate technical skills.
 - **Improve the capacity and ability of the local education and technical skills providers** to engage with academically vulnerable young people and low (or no) skilled adults to re-engage them in learning in order to enter into sustainable and good quality employment.
 - **Progressive improvements in the skills profile** of Salford residents. Measured by year-on-year reductions of people across all age groups with no qualifications, together with a progressive increase of people with higher level (Level 3 or 4) qualifications.
- Foster key strategic relationships across the Greater Manchester Combined Authority (GMCA), locally, regionally, and nationally. Influencing and inspiring stakeholders, establishing credibility to realise new opportunities.
- Develop the new target operating model for skills and work through our established change methodology and co-design with those impacted by the changes and lead the realignment/redesign of the functions to best deliver the ambitions and priorities.
- Recruit and develop the staff team to deliver the key priorities identified.
- Build partnership with employers working closely with the Executive Support Member for Skills, Work and Business.
- Further develop and deliver the strategy and ambitions by building the partnership triangle arrangements.
- Lead a people centred and values-based culture where people are encouraged to learn and develop, inspiring employees and providing senior management support within the division, motivating, and supporting all employees to achieve their full potential.
- Develop and maintain a workforce with the capacity and capability to deliver on the agenda for the service and develop a culture that promotes innovation and creativity in service transformation and delivery.



- Plan, monitor and review the service budget, providing ongoing scrutiny to ensure that services are provided within budget and show value for money and are effectively managed.

What we need from you

- Demonstrable success in delivering outcomes in a lead role for skills, work, and economic development within a comparable setting.
- Experience of working with skills providers in the delivery of training programmes and working with businesses to support their training needs and recruitment requirements.
- Knowledge of the skills sector and in advising businesses to develop skills levels in local residents and employees.
- Experience of working with young people and working age adults to develop the knowledge, skills, and attributes they need to enter, sustain, and succeed in the workplace and to develop in their future careers.
- Detailed knowledge and understanding of the GM Adult Education Budget and Working Well programmes and how to deliver maximum benefit to Salford residents and businesses.
- Proven track record of income generation and successful leadership and delivery of submitting and securing funding bids.
- The ability to drive coordinated working and strategic thinking with partner organisations at regional and national levels to ensure that Salford delivers our key political, organisational, and strategic priorities.
- Experience of operating effectively and openly within the democratic process with the political acumen and skills to develop productive working relationships with elected members that builds respect, trust, and confidence.
- Ability to develop strong relationships with key stakeholders from a range of public and private sector organisations.
- Successful experience of creating and maintaining effective and influential partnerships, working collaboratively at a senior level.
- A history of promoting and delivering proactive, and innovative solutions to deliver inclusive and equitable outcomes to address any inequities that exist.
- Experience of policy development, interpretation, and implementation in major areas of activity.
- Experience of managing complex situations and information requiring analysis and interpretation and the comparison of a range of options.
- Skilled communicator who communicates with clarity, conviction, and enthusiasm both verbally and in written reports and is able to demonstrate integrity, create rapport and build trust and confidence.
- Understand and work within the bigger picture and broader context and able to translate overarching plans to a local setting.
- Experience of successful strategic and operational resource and budget management.

- Ability to provide visible and supportive leadership, empowering, enabling, motivating, and developing the workforce and fostering a positive organisational culture.
- Being open to learning and sharing your knowledge and skills with others; providing coaching and support to others to help them achieve their objectives and potential.
- Personal and professional integrity and credibility that establishes respect, trust, and confidence.
- Model and demonstrates the City Council's values and leadership behaviours, creating a shared purpose and positive permission culture that enables people to thrive through development, involvement, and well-being.

What we can offer you

Your ongoing professional development and success in your role is important to us, and that is why we provide a variety of learning and development opportunities. Within the sections below you will find development options tailored to you which will enable you to further develop your existing skills and learn new ones at a pace that suits you best. If you are joining us now, your development will form part of ongoing discussions with your manager. If you are an existing employee, you should use your Personal Development Reviews to discuss your development with your manager and create your development journey. It's important you also take full advantage of any informal learning available to you during the course of your work.

- **Developing your leadership skills**

We want to equip our leaders with the knowledge, skills and behaviours outlined in our #LeadingSalford behaviour framework. Our aim is to support you to lead highly engaged, motivated teams in today's rapidly changing environment. We provide a range of core master classes designed to help you meet the expectations that we have of our Salford leaders. In addition, we also provide support with the essentials including our Management Essentials programme, Health and Wellbeing at Work, Strengths-Based Conversations, and Financial Skills for Non-Financial Managers.

- **Online learning**

Develop your knowledge across a wide range of areas through our Me-Learning platform, with over 200 free courses to choose from. To have the best possible start and comply with current legislation, you must complete the following modules: Welcome to Salford, Health and Safety in the Office, GDPR, Equality Essentials, Safeguarding Children and Adults, and Safer Recruitment. You may also benefit from a variety of courses in categories such as Business Skills, IT and Project Management which are available to learn at your own convenience and pace.



- **Professional development**

Gain role specific skills and time to learn through a wide range of development opportunities. Learn whilst working and get support towards your qualification through an apprenticeship standard. Access professional development ranging from entry level to master's type qualifications, including achieving a role appropriate qualification. Details can be found on [the Institute of apprenticeships](#) website.

- **A digital organisation**

- **Developing your digital skills**

Our ambition is to ensure that our workforce have the right level of digital capabilities needed to be successful. Whatever your current digital abilities are, we can provide development ranging from essential workplace skills to specialist workplace skills delivered through our Digital Skills Academy using both self-directed and guided learning opportunities to enable you to develop. Additionally, you can access free online courses through the [iDea website](#).

Our vision and priorities

Our vision

The council has a vision is to create 'A fairer, greener and healthier Salford'.

To help us achieve this vision we have identified some key priorities to tackle the problems people in Salford are currently facing, the Great Eight.

The Great Eight are:

Tackling poverty and inequality.



1

Creating vibrant places and spaces.



2

Tackling the climate emergency.



3

Skills and education (A Learning City).



4

Affordable housing and reducing homelessness.



5

Promoting transport and digital connectivity.



6

Creating an economy for all.



7

Tackling health inequalities and providing the best possible care.



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Our organisation's values

To achieve this vision, we have a strong set of values. *Pride, Passion, People and Personal Responsibility* which capture the spirit and ambition of the city and inform the way we operate. They influence our choices, behaviours and how we make decisions and do things. Living the values day in and day out creates a supportive environment which allows us 'to be the best we can be' and achieve our vision. To explore these in more detail click on the visual.

Our values



Pride

Passion

People

Personal responsibility

Our leadership behaviours

As a values-based leader you will:

- Model the values and embed them into the way your team delivers services.
- Hold people accountable for demonstrating the values.
- Respect and care for others, treating everyone fairly, valuing, and welcoming diversity, respecting people's identity, listening and acting on the things people say to enable everyone to achieve their full potential.
- Be honest, taking responsibility for your actions and decisions.
- Use resources that you are trusted with wisely.

To lead others you will:

- Listen to understand, not to defend.
- Give people the freedom to use their initiative.
- Provide opportunities for people to discuss and solve problems and issues – focussed on learning not blame.
- Regularly provide coaching and support to others to help them achieve their objectives and potential.
- Appreciate and build on people's strengths.
- Motivate, engage, encourage, and inspire others in order to be the best they can be.

- Build lasting productive relationships with residents, partners, and elected officials.

To lead outcomes you will:

- Be visible, inject pace, vigour, and purpose.
- Expect high standards; mediocrity is not acceptable.
- Take an evidence and whole system approach in making decisions.
- Maximise technology and models to deliver quicker, easier, better services.
- Have a digital mindset, fully utilising digital systems, and solutions to deliver services efficiently and effectively.
- Set context and challenging goals that will motivate people to take ownership, maximise performance, and develop.

To build and communicate a vision for the future you will:

- Be optimistic and ambitious for the city and its people, helping others to understand the need to change how we do things.
- Build strong collaborative relationships to find creative ways to make services more sustainable and flexible.
- Recognise and value the strengths of people and places, taking a strengths-based approach to make the most of opportunities.
- Support people through change, in undertaking new things, and taking risks.
- Take a place and whole system approach in designing, delivering, and leading services developing solutions with our partners.
- Ensure inclusion is integral to service delivery and organisational performance and develop a resilient, diverse workforce who reflect the increasing diversity of our city.
- Be optimistic and ambitious for the city and its people, helping others to understand the need to transform public services.

Application guidance

We are a values-based organisation so reflecting our values or a values-based approach in your evidence will support your application.

The different sections of this role profile are there to give you an understanding of the purpose of the role. The 'what we need from you' section outlines the minimum criteria you will need to meet within your application.

