

JOB DESCRIPTION

TITLE: Policy, Strategy and Partnerships Manager – Luton 2040

DEPARTMENT: Chief Executives

DIVISION: Policy, Communities and Engagement

RESPONSIBLE TO: Service Director – Policy, Communities and Engagement

GRADE: M7

PURPOSE OF POST:

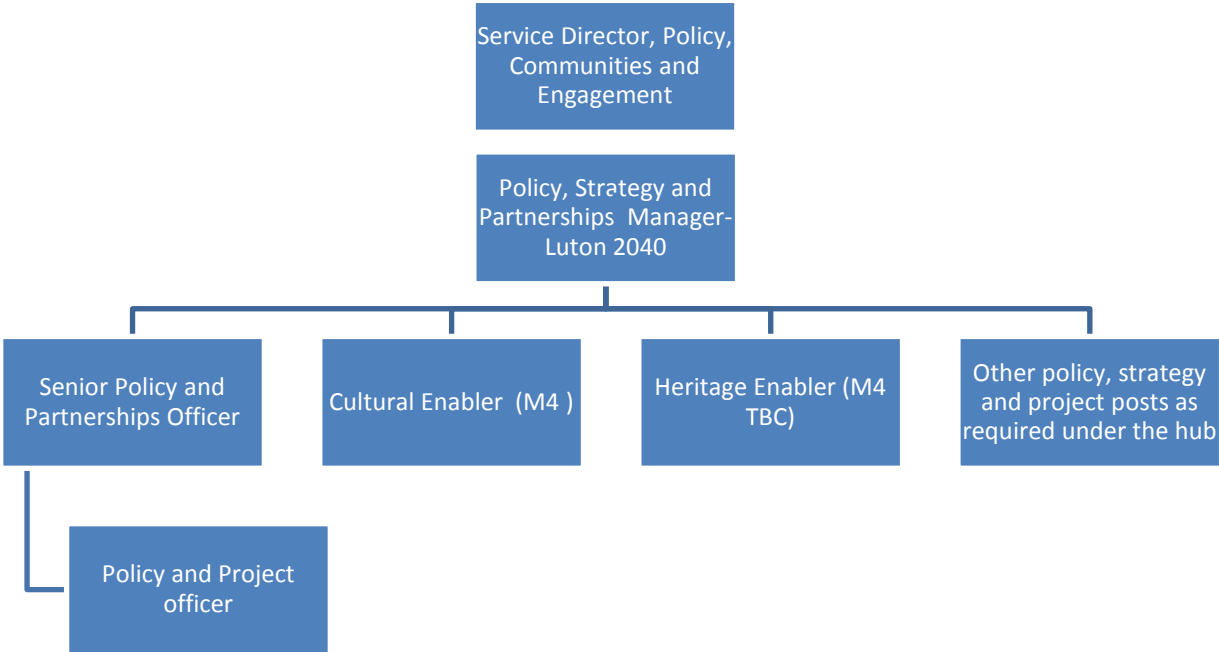
To lead on the delivery of the policy and strategy for the Luton 2040 vision and the production of the Council's corporate plan. Engage with a broad coalition of businesses, investors, public and voluntary sector partners, elected members and senior officers across other departments to drive outcomes that will see a vibrant town built on fairness, where people live good lives and achieve their aspirations, and where potential is maximised and inequality is reduced. The 2040 vision will transform skills, improve the arts and culture offer, deliver growth and prosperity and positively impact on the wellbeing and prosperity of the borough.

To develop strong partnerships with the private & public sector including voluntary sector agencies which will include providing strategy and policy advice and support on how best to deliver and communicate the Luton 2040 strategy through a strong vision & strategic priorities which will enhance Luton's reputation and eradicate poverty by 2040. The strategy will be driven and supported by strong stakeholder, marketing and public affairs strategies and also supported by opportunities to bid for funding to deliver key projects and initiatives.

To lead a team which will provide a hub for town-wide policy and partnerships including the Arts & Culture and Heritage 10-year strategies, and other corporate strategy and partnership initiatives as they develop.

ORGANISATION CHART

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PRINCIPAL RESPONSIBILITIES:

		%
1.	<p>Under the general direction of the Service Director, Policy, Communities and Engagement. lead, develop, manage and review the policy and strategy framework for the delivery of the Luton 2040 vision, across a range of cross cutting areas to inform strategic priorities to drive outcomes for the town, supporting the Leader, Chief Executive, Chair of the Luton 2040 board and the senior leadership team in achieving their agreed objectives.</p> <p>Work closely with the Leader, Chief Executive, Chairs of the Luton 2040 Board and the Inclusive Economy and Health and Wellbeing Boards (together the "Luton 2040 Boards") and the senior leadership team to translate ambitions into delivery. Promote the Luton 2040 vision, strategy and delivery plans to staff and partners, influencing key relationships, promoting and managing Luton's reputation. Establish credibility and secure engagement from key council services and partners to ensure the Luton 2040 objectives are reflected in the corporate plan, service planning, delivery and transformation of council services. Embed a service framework for monitoring the achievement and impact of changes and ensure a feedback loop into strategy across the wider council.</p>	20
2.	<p>Lead, manage and develop partner and stakeholder engagement and work across the two Luton 2040 Boards to build new public, private, voluntary/community sector and public relationships over the short, medium and long term to ensure the consistent and effective delivery of Luton 2040. Act as the Luton 2040 single point of contact for the Inclusive Economy and Health Wellbeing Boards.</p> <p>Provide the corporate stewardship role for the council's strategic partnership activities, creating the conditions for improved collaboration with partners and sectors across Luton and beyond which embeds a partnership ethos to achieve joint priorities across the council and its wider partners.</p> <p>Develop and pursue influencing strategies with key stakeholders and decision makers in order to create an environment conducive to change, to achieve the specific changes in policy which Luton wishes to achieve, and to prevent detrimental changes from occurring, working closely with stakeholders</p> <p>Through effective marketing, partnership working and negotiation, secure sponsorship to further promote and enhance the profile and reputation of the town. Brief the Service Director and Luton 2040 Boards on any local, national and international developments impacting on stakeholder engagement.</p>	15
3.	<p>Develop, lead and implement the stakeholder engagement and communications strategy and public affairs strategy for Luton 2040, working closely with the Council's Communications and Marketing team to deploy a range of techniques, media and events to maximise opportunities, engage with stakeholders and build Luton's reputation locally, nationally and internationally. Develop key positions on our priority influencing areas to drive and support public affairs, campaigns, media and other relevant activity at UK, national and geography levels and actively source and share national, regional and local policy</p>	15

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developments to ensure policy informs council priorities and strategic outcomes. Work with specialist agencies to plan and deliver a range of initiatives, including coordinating, facilitating and enabling bidding for external funding in order to meet the priorities set out in Luton 2040.

4. Lead and deliver bespoke projects set by the Luton 2040 Boards ensuring the strategic priorities of the vision are managed, monitored and delivered on schedule by working with the Senior Leadership team, the Boards and the Luton 2040 team ensuring robust governance, performance and risk management arrangements are in place. 10

5. Support the Service Director, Policy, Communities & Engagement as corporate lead, to co-ordinate, consolidate and produce the Corporate Plan with oversight of the council's service plans. Consistently applies intelligence led decision making ensuring best practice, data and intelligence are used to drive continuous improvement, collaboration and operational practice. 10

Work positively with colleagues in the team and across the organisation to ensure consistent good practice and respect the confidentiality and dignity of others. Develop an understanding of area's own strategy and how this contributes to departmental priorities.

6. Act as the Council's representative at local, regional and national level on matters relating to Luton 2040 and act as an ambassador for Luton in order to enhance the Council's performance, reputation and image. Deputise for the Service Director as appropriate in relation to Luton 2040 and contribute to the Chief Executive and corporate director management teams, influencing the development and delivery of wider corporate policy and partnerships. Be alert to emerging issues and trends which might impact or benefit own and team's work. 10

7. Provide and deliver a Luton 2040 hub for town wide policy and partnerships including the delivery of the 10-year Arts and Cultural and Heritage Strategies for the Borough making Luton a flagship place of culture and heritage. 10

8. Build, manage and motivate a high performing team, prioritizing effective cross-organisational working as a key element of high performance. Provide strong leadership to the team, role modelling Luton Council's behaviours and a culture of commitment, empowerment, collaboration, continuous improvement, and shared learning. 5

Ensure teamwork, ambition, creativity and innovation drive activity. Monitor performance to ensure agreed objectives and targets are met and ensure a high level of professionalism in relationship management, partnership working and service delivery.

Manage other corporate and shared roles as required.

9. Ensure budgets for which the post holder is responsible are planned, developed, monitored and managed effectively in accordance with council and departmental policy. Monitor, challenge and approve 5

procurement of goods and services orders.

Look for further bidding and funding opportunities for delivery of Luton 2040 related projects to further enhance and grow the programme. Management and co-ordination of the identification of regional and national sources of funding for business development and recognition through awards.

10. The post holder will be required to undertake such other duties as may be required within the grade and competence of the post holder. Therefore the list of duties in this job description should not be regarded as exclusive or exhaustive.

DIMENSIONS:

Supervisory Management:

Leadership and management of the Luton 2040 team

- Cultural Enabler (M4)
- Heritage Enabler (M4 TBC)
- Senior Policy and Partnerships Officer (M3)
- Policy and Project Manager (L7)
- Other Hub Policy, Strategy and Projects posts as required (dependant on funding)

Financial Resources:

- Remote responsibility for growing £4.5 billion of investment in Luton over the next 20 years.
- Operational Management of external grant funds
- Annual staffing budget of £150k
- £25k per annum for marketing and event management of the Luton 2040 vision.
- As a cost centre manager, ensure that assigned budgets are regularly monitored and the overall budget for the cost centre is not exceeded, in particular; assessing statements of income and expenditure on at least a monthly basis, together with records of commitments, to make predictions of the annual income and expenditure for all items of financial responsibility.

Physical Resources:

- Marketing materials ranging from boxes of leaflets to display stands.

CONTEXT:

In 2040 Luton will be a vibrant town built on fairness, where people live good lives and achieve their aspirations. All potential is maximised and inequality is reduced. A carbon neutral town, where no-one lives in poverty.

Luton is a town with great potential where recent inward investment is creating jobs and improving lives. But in 2019 poverty blights the lives and prospects of many residents and far too many children are growing up in poverty.

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In 2018 Luton had the 7th highest child poverty in the UK at 46%, with the figure being 67% in Biscot Ward. Poverty is at the heart of most of the wicked issues the town faces.

Eradicating poverty from Luton by 2040 is a bold ambition. At Luton Council we are making this our primary objective and will align the complete work of the organisation around it. We will work with local people and organisations to do this together. Achieving this goal will have benefits across the town – for local people, businesses, and public services such as education, health and police. We have already started to make a difference in Luton through our Luton Investment Framework (LIF), which is bringing £4.5 billion of investment to the town, up from the initial [2016] target of £1.5bn.

Luton's Inclusive Growth Commission has made clear valuable suggestions about how we can make sure everyone benefits from the local economy. The council is leading the way with changes like making sure we buy locally – with a target that within five years, 70% of our spend will be to local businesses who make a commitment to recruit locally, develop their staff and pay a real living wage. We will spearhead actions to make Luton a real living wage town so working people don't struggle to get by. And we're boosting skills and training and generating 15,000 good quality jobs to help more people find work. We are rethinking the town centre and making Luton an attractive place to work, live and visit. This is a long term ambition, but that doesn't mean we don't move quickly. We are changing lives every day and don't want to waste a single day when we could be making an impact on poverty in Luton.

This role plays a central part in the Council's activities on this core strategic priority. The post holder will lead a team situated in the chief executive's department which acts as the corporate hub for realising our Luton 2040 vision. The role requires positive working with colleagues in the team and across the organisation, to ensure consistent good practice and effective relationships across the council and the town as a whole. This is a high profile role with responsibility for delivery of the council's core priority of ensuring no-one in the town is in poverty, through partnership working with a wide range of organisations. The post holder should have a constant awareness of key council objectives, and be aware of any typical cyclical patterns, such as wider economic conditions and their influence on the council's vision in order to provide effective advice to decision makers.

Physical Effort & Working Environment.

For agile working purposes, this post is designated as "Office Worker – Flexible" which means the post holder will be based in the same office for a large proportion of their time but have the ability to work from other bases or from home on occasion.

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Person Specification: Policy, Strategy and Partnerships Manager – Luton 2040

This acts as selection criteria and gives an outline of the types of person and the characteristics required to do the job.

Essential (E) :- without which candidate would be rejected
Desirable (D):- useful for choosing between two good candidates.

Please make sure, when completing your application form, you give <u>clear examples</u> of how you meet the <u>essential and desirable</u> criteria.				
Attributes	Essential	How Measured	Desirable	How Measured
Experience	Substantial experience of successful programme and project management of a comparable scale and complexity.	1,2	An economic development, partnerships, public affairs or marketing background.	1, 2
	Experience of negotiation, consultation and influencing key stakeholders and senior staff, securing support and commitment to a course of action or different way of thinking	1,2		
	Significant experience of policy and strategy development and implementation in a multi-functional public sector organisation.	1,2	Experience of driving change programmes.	1,2
	Substantial political awareness and the ability to gauge potential impact of policy change.	1,2		
	Substantial experience as a senior manager including effective strategic management of large and complex strategic programmes, operational performance and financial budgets.	1,2		
	Substantial experience and a proven track record of effective working with a broad range of partners and stakeholders from the government business, the public and voluntary and community sectors and able to giving professional advice to senior managers, councillors and external	1,2		

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	<p>organisations.</p> <p>In depth experience of managing budgets, implementing change and managing internal and external relationships throughout a complex and diverse organisation</p>			
Skills/Abilities	<p><u>Partnership & Community Working</u> Able to negotiate with influence and work effectively with partners and the community demonstrating drive and passion to understand and achieve joint goals and objectives, sharing information and valuing others' experience and expertise.</p> <p>Demonstrable experience of developing and delivering proactive and reactive influencing strategies, ensuring buy-in from key stakeholders and credible experience of working with very high level decision makers to achieve positive outcomes.</p> <p><u>People Management</u> Excellent staff management and leadership skills. Able to manage individuals and teams, including recruitment and selection, work planning, work allocation, appraisal and development, performance, motivation and leadership.</p> <p><u>Communication</u> Substantial oral and written communications skills:</p> <ul style="list-style-type: none"> • Able to consult, negotiate, influence, gain commitment and cooperation from a wide range of partners at a senior level, inside and outside the Council. • Able to effectively market and promote the service. • Able to analyse and interpret complex data and write and present clear and concise reports, correspondence and documents. • Able to act as a technical lead monitoring and providing guidance on the most complex policy decisions/projects which will have a perceptible impact on the Council's profile and reputation. 	<p>1,2,5</p> <p>1,2</p> <p>1,2</p> <p>1,2,5</p> <p>1,2</p>	<p>Understandin g of political perspectives, the ability to work with members. Demonstrate a national and local political awareness and knowledge.</p>	<p>1, 2</p>

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	<p><u>Problem Solving & Decision Making</u></p> <p>Able to grasp and comprehend a situation, its component parts and implications, and find and organise practical and effective resolutions by making and acting on sound decisions.</p> <p>Ability to analyse legislation and policy and frame and position organisational lines.</p> <p><u>Vision setting Strategic thinking and planning</u></p> <p>Able to stand back and consider the strategic 'bigger picture' including setting the long term plan and delivering the vision for the way forward.</p> <p><u>Financial Management</u></p> <p>Able to undertake financial/budget/cost centre management including forecasting, monitoring and budget reporting in accordance with finance procedures.</p> <p><u>Performance Management</u></p> <p>Substantial experience of developing, implementing and maintaining effective performance management systems and frameworks</p>	<p>1,2</p> <p>1, 2</p> <p>1,2</p> <p>1,2</p>		
Equality Issues	Demonstrable knowledge and understanding of equality issues and legislation and, in particular, how they impact on work with communities - able to integrate equality policies into business plans, strategies, service delivery and employment practices.	1,2		
Specialist Knowledge	Substantial knowledge of relevant statutory regulations, guidance and policy relating to the LIF programme.	1,2		
Education and Training	A relevant qualification or equivalent substantial relevant experience.	1,2,4	Evidence of continued professional managerial and personal	1,2,4

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			development Member of a professional body.	1,2,4
Other Requirements	<p>Able to attend evening meetings (weekly) and weekend meetings/events (approximately 12 x per year).</p> <p>Able to travel to locations across the Borough and neighbouring councils for site visits and meetings (weekly).</p>	1,2		

(1 = Application Form 2 = Interview 3 = Test 4 = Proof of Qualification 5 = Practical Exercise)

We will consider any reasonable adjustments under the terms of the Equality Act (2010) to enable an applicant with a disability (as defined under the Act) to meet the requirements of the post.

The Job-holder will ensure that Luton Borough Council's policies are reflected in all aspects of his/her work, in particular those relating to;

- (i) Equal Opportunities
- (ii) Health and Safety
- (iii) Data Protection Act (1984 & 1998).