

Job Title: Executive Director of Children and Families

Reports to: Managing Director

Grade: Director - B03

Organisational Accountabilities

The Managing Director's priorities which will drive the organisational accountabilities for senior post holders have been established. Birmingham City Council must undergo a fundamental reset in terms of how it thinks, feels and acts to properly contribute towards tackling inequality and improving the life chances of citizens, as well as creating a positive and productive place for staff to work.

As the postholder in this very senior management role, you will be expected to lead transformation of our services in line with strategic priorities defined in the corporate plan. Operational excellence, and a relentless focus on the needs of residents and businesses will be front of mind.

You will set expectations of high performance, empowering your staff to excel by promoting collaboration, professional development and accountability. You will contribute positively in the development of our culture over time.

Your team will deliver effective services which are focused on the user through community links and strategic partnerships to reduce costs for the Council over the short, medium, and long term.

This role is part of the Corporate Leadership Team (CLT). This team is your 'first team' and as a whole this team is accountable for the overall success of the organisation. Leadership is collegiate, and our citizens and our staff should not be able to see the join between delivery and enabling directorates.

You will;

- Use your insight and expertise to give advice to the Managing Director, and to share your thoughts and ideas with colleagues and members.
- Provide authentic leadership and direction to the organisation by creating a vision and strategy for your portfolio, through acting as a role model for our leadership behaviours and culture across the organisation.
- Be accountable for creating and proactively leading change initiatives which support our longer-term vision.
- Contribute widely to the creation of an organisation that is equitable and creates a sense of belonging for its workforce.
- Work collaboratively with the Member portfolio holder(s) to agree the strategy and approach to the delivery of services, including reporting on service performance.
- Work collaboratively with senior politicians and colleagues to identify sound commercial, digital and innovative outcomes to meet our ambition and support the delivery of best possible outcomes for our service users.
- Be accountable for the development of productive and purposeful networks and partnerships to enable Birmingham to meet the most complex social and economic challenges. Ensuring equality and diversity is considered as part of all decisions made.
- Be accountable for effective deployment of agreed finance, people and other resources demonstrating value for money, with statutory and financial obligations.



Job Purpose

The organisation's vision to be a modern council has been developed closely with members and our partners across the City and provides an exciting and challenging view for the growth of the Birmingham, where every child, citizen and place matters. Designed to develop our people and communities and to focus on our priorities of children, housing, health, jobs and skills.

The foundations are laid for a 21st Century Council, with 21st Century Officers and Councillors. The role of Executive Director Children & Families is key to building on these foundations, by ensuring that the relevant capabilities available to the Council are used to maximum effect to support children and families, in particular both financial and human capital. The role will, through inspiring others, identify, drive and secure opportunities to improve and transform services. These opportunities will be found across the services directly managed and across the Council. Because the pace of improvement needs to be rapid and sustainable the portfolio may change over time, so adaptability and focus on delivery are also critical features.

The post is at the heart of the Corporate Management Team and is responsible for the leadership and management of the portfolio of services listed below:

- Education Services
- Schools and education settings including Early Years, 0-25 years
- Safeguarding
- Admissions, placements and support for vulnerable groups including Looked After Children
- SEND
- Asset management
- Children's Trust contractual oversight on behalf of BCC
- Development of new and joint ways of working

Key Accountabilities

- To support the Chief Executive, Elected Members and colleagues in translating strategic vision and priorities into operational plans, monitoring their progress on a regular basis, identifying exceptions.
- To work with colleagues to identify and determine the best models of service delivery, which deliver high quality outcomes and performance and a high quality customer experience.
- To provide strong professional and managerial leadership across the organisation, including setting clear objectives and measures, managing performance and resources; including effective management of people and financial resources, and assessing impact/risk.
- To create a working environment where employees will flourish and deliver services within Birmingham City Council to the highest possible standard.
- To create a sustainable working environment, developing and fostering the skills to support the service delivery for the citizens of the City.
- To develop/negotiate joint approaches to local service planning and delivery in partnership with all the relevant internal and external services providers and regional and national bodies.
- To develop and maintain positive and creative relationships with diverse stakeholders including; elected members, council officers and other external agencies in order to maximise joint effort and pool resources wherever possible.



- To develop a robust performance management system for the service to ensure all activities have clear business plans linked to council plans which direct staff objectives both within the service and across the Council.
- To act as an ambassador for the Council, promoting and enhancing the authority's image, forming strategic alliances and developing effective working relationships on a local, regional and national basis.
- To ensure the Council is equipped at all times and open to inspection/external assessment in order to maximise opportunities to learn and enhance outcomes and levels of achievement.
- To ensure all employees, both within the portfolio and across the council, are developed and supported to enable them to reach required competencies to deliver services to both national and local standards through systematic and targeted performance management.
- To lead and promote good employee relations through staff engagement and regular contact with Trade Union representatives at all levels.
- To promote the council's core values and equal opportunities with our communities and staff through personal example, open commitment and clear action.
- To develop a positive working environment encouraging active involvement of employees in shaping the development and co-production of services.
- To foster a cross-Council culture by ensuring the overall vision, ethos and values are central to the use of resources through introduction, development and application of appropriate organisational development strategies and delivery plans.
- To lead empowerment of managers and staff to operate within a culture of accountability and shared responsibility for generating and delivering the best possible outcomes.
- To deliver JNC Officer duties and to be available for emergency planning on a rota basis.

Key Results Areas

- To act as BCC's champion for children and young people, by further developing this concept and strengthening shared intelligence with key partners.
- To secure/commission the provision of services which address the needs of all children and young people, including the most disadvantaged and vulnerable.
- To work closely with other local partners to improve the outcomes and well-being of children and young people, including developing work-related skills, vocational and education opportunities for all.
- To work in partnership with the Chair of the LSCB to ensure the LSCB operates effectively and keeps children and young people safe in Birmingham.
- To act as the statutory Children's Officer, support and advise Members of the Council on all children's services matters; including the impact of national and local policies, so that the council consistently meets its statutory obligations in respect of services to children and young people.
- To establish local modus operandum between BCC and the Birmingham's Children's Trust, with the right relationships in place to secure the mutual success for both parties.
- To ensure the successful implementation of the Education and Schools Improvement Plan, ensuring that programme and performance leads to better outcomes.
- To facilitate the development of collaborative partnerships between educational organisations, in order to strengthen the Birmingham Family of services.
- To bring together organisations/services related to education, life-long learning and skills to create better pathways and outcomes for individuals that lead to sustainable employment and respond to labour market requirements.
- To lead on reform of services across public sector parties and CLT colleagues to reduce NEETs and tackle youth violence.



- To provide strategic leadership in ensuring successful educational outcomes for all children and support Headteachers, Multi Academy CEOs in their role as civic leaders and corporate advisor.
- To ensure BCC's services to children and young people are evidence driven through the development of a data, intelligence and quality analysis hub.
- To develop the sustainable and proactive school led capacity, in order to secure strategic development of the city's education system. To ensure that the current improvement process results in the ability to sustain excellence.
- To support the development of the wider partnership initiatives within the city so that there are both practical and strategic arrangements that support children to achieve the best outcomes.
- To build strong working partnerships with the DfE and Ofsted in the shared objective in providing quality services.



Person Specification

Executive Director – Children & Families

Qualifications and Professional Requirements

Essential	Desirable
Degree-level qualification or equivalent professional experience.	Postgraduate qualification in leadership, education, social care, public administration, business management or a related field.
Evidence of substantial continuing professional development.	Chartered or professional membership relevant to children's services, education or local government leadership.
Strong understanding of statutory responsibilities relating to Children's Services and Education.	National leadership accreditation or executive leadership programme.

Knowledge

Essential

- Comprehensive knowledge of the legislative, regulatory and inspection frameworks relating to Children's Services, Education, SEND, Safeguarding and Early Help.
- Excellent understanding of local government governance, accountability and political decision-making processes.
- Knowledge of commissioning, partnership working and service transformation within a complex public sector environment.
- Understanding of financial management, budget planning and value-for-money principles within large organisations.
- Knowledge of safeguarding responsibilities and statutory duties towards children and young people.
- Understanding of equalities legislation and its application in service delivery and workforce management.
- Strong awareness of national policy developments affecting children, families and education services.

Desirable

- Understanding of regional and national education systems, academy trusts and school-led improvement models.
- Knowledge of labour market, skills development and lifelong learning strategies.
- Experience of working with Ofsted, DfE and other external regulators.

Experience

Essential

- Significant senior leadership experience within Children's Services, Education, Local Government or a similarly complex public sector organisation.
- Successful track record of leading large-scale organisational change and service transformation.
- Experience of delivering improved outcomes for children, young people and families.



- Experience of strategic partnership working across multiple agencies and sectors.
- Proven experience of leading large, diverse and multidisciplinary teams.
- Experience of managing substantial budgets and resources, ensuring financial sustainability and statutory compliance.
- Experience of advising and working effectively with elected members, boards, governing bodies or equivalent senior stakeholders.
- Demonstrable success in performance management, governance and accountability arrangements.
- Experience of leading services through external inspection, assessment or regulatory scrutiny.
- Experience of developing and maintaining productive relationships with national, regional and local partners.

Desirable

- Experience of working at Corporate Leadership Team, Director or Executive Director level.
- Experience of overseeing education improvement, school effectiveness or SEND services.
- Experience of commissioning or contract management arrangements involving external delivery partners.
- Experience of working within or alongside a Children's Trust model.

Skills and Abilities

Essential

- Exceptional strategic leadership and vision-setting skills.
- Ability to translate corporate priorities into clear operational plans and measurable outcomes.
- Strong political awareness and ability to operate effectively within a democratic environment.
- Outstanding communication, influencing and negotiation skills.
- Ability to build trust, credibility and productive relationships with diverse stakeholders.
- Strong analytical and problem-solving capabilities, using evidence and data to inform decisions.
- Ability to lead and motivate high-performing teams through periods of change and challenge.
- Excellent financial and commercial acumen.
- Ability to manage risk and make sound decisions in complex and sensitive circumstances.
- Ability to champion innovation, continuous improvement and modernisation.
- Strong presentation and report-writing skills.

Desirable

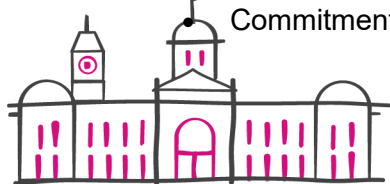
- Experience of leading city-wide partnership programmes.
- Advanced understanding of performance intelligence and data-driven service improvement.

Leadership and Behavioural Competencies

Essential

The successful candidate will demonstrate:

- Authentic, visible and values-led leadership.
- A commitment to improving outcomes for children, young people and families.
- A collaborative and collegiate approach to leadership.
- Resilience and adaptability within a complex and changing environment.
- Commitment to diversity, inclusion and creating a sense of belonging.



- Ability to inspire confidence and motivate others.
 - High levels of personal integrity, accountability and professional credibility.
 - Commitment to continuous learning and improvement.
 - A strong focus on customer, citizen and community outcomes.
 - Courage to challenge existing practice and lead transformational change.
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Other Requirements

Essential

- Ability to fulfil the statutory responsibilities associated with the role.
- Willingness to undertake emergency planning duties and participate in required rota arrangements.
- Ability to travel within and beyond the city as required.
- Commitment to safeguarding and promoting the welfare of children and young people.

