



Job Title:	Assistant Director – SEND
Grade:	DG6
Responsible to:	Director
Responsible for:	Service Managers

Job Purpose

With other members of the Service Leadership team to:

- Undertake Deputy duties for the Director.
- Responsible for the effective operational and financial performance of the teams you are responsible for.
- Delivery of all statutory duties regarding EHC Needs Assessments and Plans and council SEND support services including the decision making for specialist provision and support.
- Responsible for the High Needs Block budgetary management for services and delivery of support to children and young people for SEND provision.
- Responsible for developing policies and services.
- Be responsible and accountable for meeting strategy and Ofsted requirements and regulations relating to provider services main areas and ensuring the well- being of children and young people and the delivery of the future outcomes.
- To work as part of the senior leadership team towards the achievement of objectives in the corporate and service plans.

Duties and Responsibilities

The post holder will have responsibility for the effective and efficient operation and delivery of services, which directly impact the local area's moral and statutory duties to ensure effective outcomes for children and young people with Special Educational Needs and Disabilities (SEND).

1. Deputise for the Director of Belonging as required and contribute strategically to the direction, leadership, development and management of the portfolio and other service areas to deliver agreed targets.
2. To provide appropriate advice and support to Portfolio Leadership Team and Elected Members.
3. To contribute to the corporate ambition to be a high performing and fully integrated service by ensuring the council's corporate plan is delivered.
4. To contribute to sustained improvement in key outcomes by improving outcomes for children and young people at pace.
5. Develop and implement coherent strategies, policies and working practices to better meet the needs of children, young people and families.

6. Communicating and working with children and young people, stakeholders and partners, incorporating the voice of the child into service design and delivery to improve services.
7. Ensure that there is integrated and joint working and practice between services for children and young people across portfolios and between key partner agencies.
8. Contribute to a strategic workforce development strategy which will strengthen internal capacity building, succession planning and retention of staff.
9. Lead and develop a range of specialist professionals and associated service support activity.
10. Develop targets for and monitor, evaluate and quality assure operational and financial performance, presenting regular reports on these.
11. Develop and build on effective relationships with key external providers/partners/stakeholders/agencies.
12. Plan, initiate, manage and implement major change initiatives in service delivery which may have a significant impact on customers, employees or systems ensuring effective risk management and review of subsequent outcomes.
13. Secure appropriate funding for the service and pursue best practice and value for money through the establishment of effective systems of governance and accountability, target setting, performance management and procurement.
14. Effectively manage the significant High Needs Block and other budgets to ensure spending is within agreed limits.
15. Promote effective employee relations and people management relationships, including positive negotiation with Trade unions to achieve change within specific timescale.
16. To maintain public confidence and act as a representative of the Local Authority around contentious issues aligned to area of responsibility and in the resolution of escalated service user complaints and escalate issues to the Director if necessary.
17. To manage and supervise team members by having a full understanding of their caseload and address any conduct, performance, capability and attendance issues in line with Council policies and procedures, leading for the service on disciplinary and other hearings and related employment procedures.

The Assistant Director Role has responsibility for the following areas:

Be the strategic lead for the development of SEND services across the city to ensure that the education, health and care needs of all children and young people with SEND are met effectively.

Be accountable for all stakeholder relationships, statutory and non-statutory partners including those internal and external to the council SEND teams.

Lead implementation of any required SEND Reforms.

Be accountable for local area SEND inspections. To ensure that all action plans and recommendations resulting from inspections are implemented effectively.

Develop, lead and implement the SEND Strategy and Delivery Plan(s) across the city to ensure that the needs of children and young people with SEND are met effectively.

To ensure that the SEND Strategy contributes to the council's outcomes for children and young people and is integral to the delivery of strategies for children and young people citywide.

The effective and efficient leadership, development, operation and delivery of the council's 0-25 SEND Services to include:

- SEND Statutory Assessment & Review Service
- Educational Psychology Service
- Autism Education Team
- Deaf/Hearing and Vision Support Service
- 0-5 SEN Team (TBC)

To work with commissioners to ensure that sufficient special educational provision, support and placements are available to meet the needs of children and young people in the city.

Strategic and Corporate Responsibility

As a Senior Manager of SCC, work to promote positive cultural change and a 'One Council' approach, embodying and promoting the values of the Council.

Participate in and contribute to key projects on corporate areas of activity involving Council-wide/cross Portfolio strategies, which promote innovation and creativity in the provision of Council Services, leveraging your specialist skills and making contributions where you can.

Be aware of and implement best practice in service delivery at all times.

Ensure that all relevant statutory duties within the purview of this post and across the Council (where applicable) are effectively discharged.

Ensure that services are delivered in a customer focused way.

Proactively engage in and receive constructive peer challenge in order to improve and develop services.

This is a senior post and you will be required to be flexible and responsive to unexpected demands. You may be required to undertake any other related duties and responsibilities as they arise from time to time, commensurate with the level of the post.

Reputation Management

Promote, protect, enhance and develop the reputation of the Council and the services for which the post holder is responsible by delivering real voice and choice to customers.

Establish, develop and maintain effective and cooperative communication, working relationships and arrangements with all internal and external stakeholders.

Optimise the potential of the service and to ensure that initiatives, strategies and policies are presented positively and ensure fair and equal access for our customers.

Maintain consistently excellent standards throughout the services falling within the remit of the post.

Ensure effective and proactive relationships with regional and governmental and professional bodies in the interests of Sheffield.

Resource Management - Financial, Human, Physical

Be responsible for the effective management of all resources within a corporate context, ensuring that:

- Arrangements are put in place to ensure the service has a clear framework for ensuring compliance with the Council's Financial Regulations and Financial Policies;
- That the service business is conducted in a manner that meets the highest standards of financial management;
- The resources of the function are targeted at priorities and demonstrate value for money.

Ensure compliance with Financial Regulations and Standing Orders and maintain spending within approved levels.

Manage the service budget (where applicable) and deliver value for money by diligent monitoring and efficient working practices.

Develop and implement a robust and sustainable management and staffing structure.

Ensure the service's activities, duties and responsibilities are delivered in accordance with agreed Council policies and procedures, in particular equality of opportunity and health and safety.

Ensure the cost effective use of any physical or ICT resources allocated to the service.

Performance Management

Produce Business and Service Development Plans for the function and ensure that the plans are developed and implemented via a framework of customer and staff involvement.

Prepare service, business and development plans ensuring coordination and compliance with Council and Portfolio targets, building in strategies and measures for continuous improvement of service.

Conduct annual performance reviews in accordance with Council policy ensuring that all staff are clear about their performance objectives and have the necessary training and development to do their jobs.

Participate fully in, and contribute to, the Senior Leadership Team.

Establish and maintain standards and performance indicators for the management of the service together with the associated monitoring and reporting systems, ensuring these are actively communicated, promoted and implemented.

Ensure the strategic plans and operation of the functions across the Council and in the SLT are efficient and deliver savings and value for money.

Develop and promote positive employee management to harness skills and abilities, develop potential, and increase motivation through effective performance management.

Maintain effective liaison with all functions within the service and Council Portfolios.

Create and manage a dynamic and successful function, which delivers services to enable the priorities of the administration and improves the quality of life for citizens in Sheffield.

Safeguarding and other Policies – your responsibilities

This Council is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. Successful candidates will be required to complete an enhanced Disclosure and Barred Service Check.

This is a politically restricted post.

Should you be required as a regular and intrinsic part of your role, to speak to members of the public in English, you must be able to converse at ease with customers and provide advice in accurate spoken English as required by the Immigration Act (2016).

Lead on Service Business Continuity Planning and ensure that your leadership team know this plan and can direct staff to follow the Business Continuity Plan. You will also support with Incident Response to provide co-ordination of critical incidents, should these occur. To do this, you will be required to be on an on-call rota for approximately 5 weeks in a year. You will receive training and support for this work.

To undertake all duties and responsibilities in line with current Council Policies and Procedures, including those relating to health and safety; equalities, diversity and inclusion; safeguarding procedures; financial instructions; procurement and commissioning.

To undertake any other duties in agreement with the post holder and manager. Significant changes that may affect the role and responsibilities of the post or the job description would be managed through an agreed process in consultation with the Trade Unions.

Issue date: December 2025

Person Specification Post Title: Assistant Director – SEND

Minimum Essential Requirements	Assessment Method
Section One: Knowledge and Experience	
A successful track record and proven achievement as a very senior manager which must include significant experience in a Local Authority Children's Services / SEND setting	Application Form Assessment Centre Interview
Knowledge of current relevant legislation and statutory duties, responsibilities and best practice in SEND Code of Practice and the Children and Families Act plus safeguarding and child protection. Detailed knowledge of inspection frameworks and experience of managing services during inspection.	Application Form Assessment Centre Interview
Current knowledge and understanding of the role and functions of local authorities, the NHS and other agencies related to Children's services and of the interdependent relationships between agencies.	Application Form Assessment Centre Interview
Substantial experience of managing and decision making within a local authority SEND context including the funding and placement of children and young people in the right provision. Demonstrable evidence of effective practice experience in cases involving the resolution of complex professional issues affecting the outcomes of/for children and young people.	Assessment Centre Interview
Experience of reviewing and developing services, strategies, procedures and practice, both proactively and in response to change.	Application Form Assessment Centre Interview
Experience of successfully managing, appraising and developing senior staff and setting professional standards for others in a multi-disciplinary context.	Assessment Centre Interview
Section Two: Skills and Abilities	
Inspiring others – providing a powerful sense of purpose that energises others to deliver a changing agenda.	Assessment Centre Interview
Experience of working at senior level in cross-functional teams in order to progress corporate objectives. Produce board reports, briefings, presentations and correspondence and manage complaints.	Assessment Centre Interview

External and customer focus – having a focus that is attuned to the national, regional and local agenda, understanding customers’ changing needs; working collaboratively by breaking down barriers with partners and internally between departments.	Application Form Assessment Centre Interview
Experience of successful involvement in and management of large scale or major projects.	Assessment Centre Interview
Experience of leading and managing change whilst effectively motivating, empowering and generating commitment of employees. This is to include analysing and conceptualising problems, formulating and executing appropriate solutions and negotiating successful outcomes.	Application Form Assessment Centre Interview
Experience of working effectively in a political environment, working with elected members and in cooperation with the public sector, third sector and private sector partners and stakeholders.	Application Form Assessment Centre Interview
Managing organisational resources (financial, human and infrastructure) – running the business responsibly and assuring quality of service delivery.	Assessment Centre Interview
Evidence of success in establishing effective performance measures and a performance culture that has achieved significant outcomes for service users including children and young people.	Assessment Centre Interview
Prepared to challenge constructively the current “as is” position and articulate the potential future opportunities.	Assessment Centre Interview
Excellent communication skills, including the ability to promote understanding to a variety of audiences using a variety of communication channels and media. This is particularly in relation to children, young people and families and influencing very senior stakeholders.	Assessment Centre Interview
Political judgement and skills in relationships and to be proactive in developing and maintaining constructive and ethical relationships.	Assessment Centre Interview
Ability to understand financial and legal/contractual information and to develop innovate strategies to maximise service provision within tight financial limits and to maximise funding available.	Assessment Centre Interview
Ability to work to deadlines and cope with pressures and setbacks.	Assessment Centre Interview

Ensure high professional standards are maintained and compliance with appropriate procedures and statutory requirements with evidence of continuous professional development.	Assessment Centre Interview
Section Three: Qualifications	
Educated to at least degree level or demonstration of significant experience in a relevant field.	Application Form
Hold a recognised management qualification e.g. Post graduate certificate in Leadership and Management or equivalent level 7 qualification	Application Form
Section Four: Our Values	
People are at the heart of what we do	Interview
Openness and honesty are important to us	Interview
Together we get things done	Interview

Health Risks Specification

Please identify all risks that apply to this post / role

Fitness to Work	Potential health risks: please add Yes or No against each risk
Working with computers	Yes
Working at heights	No
Confined spaces	No
Moving and handling includes people and objects	No

Vocational Health Checks	Potential health risks: please add Yes or No against each risk
Driver medicals, minibus, forklift trucks and HGV	No
Night Worker Questionnaires	No
School crossing warden	No

Statutory Health Surveillance	Potential health risks: please add Yes or No against each risk
Exposure to excessive noise levels	No
Exposure to excessive vibration levels	No
Exposure to skin irritants	No
Exposure to respiratory irritants	No

