

Post Details

Post Title: Assistant Director Place

Grade: 15

Post Number:

Directorate: Economy and Place

Service Area: N/A

Responsible To: Joint Director Economy and Place

Responsible For: Staff in Place Directorate

Disclosure:

Base: Civic Centre Pontypool, General Office Ebbw Vale.

The position is politically restricted within the provisions of the Local Government and Housing Act 1989 as prescribed in the Local Government Officers (Political Restrictions) Regulations 1990.

Job Evaluation ID:

JD updated: Mar 2026

Job Purpose

The Joint Assistant Director of Place is a senior joint leadership role operating across Blaenau Gwent and Torfaen Councils within the federated structure. Reporting to the Joint Director of Economy & Place, the postholder provides strategic leadership and delivery for planning, placemaking, regeneration and place-based capital investment across both organisations.

The role translates the councils' shared corporate and place-based priorities into coherent strategies, programmes and services that deliver high-quality places, inclusive growth and community wellbeing. Operating with significant professional autonomy, the postholder ensures that statutory planning functions, regeneration programmes and capital investments are well-governed, aligned and outcomes-focused at a cross-council scale.

The postholder will maintain a strong operational grip on delivery, driving pace, resolving blockages and ensuring that complex place-based programmes progress from concept to completion with clear milestones, accountability and measurable impact.

The role is jointly accountable to both councils and plays a key part in bridging political leadership and operational delivery - ensuring that strategic intent is converted into measurable improvements for places and communities.

Principal Accountabilities and Responsibilities

Joint Directorate Accountabilities

As a senior joint role within the Economy & Place Directorate, the postholder is accountable for:

Principal Accountabilities and Responsibilities

- Strategic Place Leadership Across Both Councils
 - Providing strategic leadership for placemaking, planning and regeneration activity across Blaenau Gwent and Torfaen, ensuring alignment with corporate plans, Local Development Plans and the Joint Director's strategic direction.
 - Setting the long-term direction for their portfolio, ensuring coherence, consistency and quality of approach across both councils.
- Translation of Corporate Vision into Delivery
 - Translating shared corporate priorities and place-based strategies into deliverable programmes, policies and services operating at a federated scale.
 - Ensuring that place-based activity supports inclusive growth, sustainability and community wellbeing outcomes.
- Planning, Placemaking and Regeneration Performance
 - Ensuring statutory planning policy, development management and building control functions are delivered effectively, lawfully and to a high professional standard across both councils.
 - Leading the delivery of town centre, neighbourhood and public realm regeneration programmes that improve place quality and economic vitality.
- Capital Investment and Programme Assurance
 - Providing strategic leadership and assurance for placemaking-related capital programmes and externally funded regeneration initiatives
 - Ensuring projects are governed robustly, deliver value for money and achieve intended outcomes.
- Governance, Risk and Democratic Accountability
 - Maintaining strong governance, risk management and performance arrangements across the portfolio.
 - Providing clear, timely and professional assurance to the Joint Director, elected members and scrutiny bodies of both councils.
- Partnership, Stakeholder and Community Leadership
 - Leading strategic engagement with communities, businesses, developers, delivery partners and Welsh Government to secure alignment, confidence and outcomes.
 - Managing the client relationship with development and delivery partners on behalf of both councils.
- Working Corporately
 - Contribute to cross-council strategic priorities through collaborative working and joint delivery.
 - Support federated transformation, innovation and service alignment within the Economy & Place portfolio, including sponsoring the responsible use of digital, data and artificial intelligence-enabled approaches to improve place-based services, planning performance, programme delivery and decision-making.
 - Represent both councils within relevant regional, professional and sector networks, enhancing credibility and reputation.
 - Champion a "one organisation" approach within the directorate, enabling effective joint working, resource sharing and collective accountability.

Principal Responsibilities

Principal Accountabilities and Responsibilities

The Joint Assistant Director of Place will:

- Strategic and Policy Delivery
 - Lead the development and implementation of delivery plans that support the councils' joint Local Development Plan and placemaking strategies.
 - Ensure alignment between planning policy, regeneration activity, capital investment and community engagement.
- Programme and Project Leadership
 - Lead the delivery of town centre, neighbourhood and heritage-led regeneration programmes across both councils. This includes direct leadership of town centre regeneration, heritage-led investment and public realm improvement programmes that visibly enhance place quality, economic vitality and community confidence across both councils.
 - Act as programme lead or Senior Responsible Owner for designated capital and regeneration projects.
- Planning and Place Services
 - Oversee planning policy, development management and building control services, ensuring quality, performance and statutory compliance.
 - Champion high standards of urban design, heritage protection and placemaking.
- Partnership and Client Leadership
 - Manage the councils' client-side role in relation to development partners and major schemes, ensuring performance, risk management and reputational protection.
 - Maintain effective working relationships with Welsh Government and other funding and regulatory bodies.
- Performance, Reporting and Scrutiny
 - Establish and maintain effective performance management arrangements across the portfolio.
 - Report regularly to the Joint Director, senior leadership teams and elected members of both councils on delivery, risks and outcomes.
- Financial and Resource Management
 - Manage revenue and capital budgets across the joint portfolio, including significant external funding streams.
 - Ensure resources are deployed efficiently and consistently across both councils.
- Democratic Engagement
 - Provide high-quality professional advice to elected members, supporting informed decision-making and scrutiny.
 - Ensure teams operate effectively within the political and governance frameworks of both councils.

Resources/Equipment/Material

- Revenue and capital budgets, including multi-year capital programmes linked to placemaking, regeneration and public realm investment.
- External funding streams, including Welsh Government, UK Government and regional funding programmes, ensuring compliance, value for money and benefits realisation.

- Land and property assets associated with placemaking, regeneration and development activity, working with corporate asset and property functions.
- Major capital projects and regeneration programmes, including town centre, heritage, public realm and community infrastructure schemes.
- Professional and technical resources, including planning, design, regeneration and project management capacity, both in-house and commissioned.
- Commissioned services and delivery partners, including development partners, consultants and contractors, managed through formal governance and contract arrangements.
- Planning, design and programme management systems, data and performance information used to support statutory decision-making and programme delivery.
- Staffing resources within the joint Place portfolio, including workforce deployed across both councils and externally funded posts.

Supervision/Management of People

The postholder will:

- Provide visible, values-led leadership to managers and teams across the Place portfolio, operating jointly across both councils.
- Lead and develop senior managers, creating a high-performing, accountable and collaborative culture.
- Set clear objectives and expectations, ensuring performance management drives delivery, quality and improvement.
- Lead workforce planning across the joint portfolio, ensuring skills, capacity and structures support delivery at scale.
- Lead staff through change, transformation and complex programme delivery, maintaining engagement and clarity.
- Promote a positive, inclusive and professional working environment aligned to corporate values and joint ways of working.
- Address people-management issues at senior level, ensuring fairness, consistency and compliance with joint policies.
- Ensure managers and staff understand the roles of elected members and officers across both councils and engage appropriately.
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Special Working Conditions

- The post holder may from time to time be required to work outside of normal office hours and will need to be available and responsive to emergency, non-routine (and potentially sensitive) events.

Person Specification

Position Title: Joint Director Economy and Place	Date: Mar 2026
For office use only	
Shortlisted By:	
Name of Candidate:	Date:

Please note you will need to meet the essential criterion to be invited for interview.

Requirements	Selection Method		
	Essential or Desirable	Score	Tested at Interview and/or Application Form
Education/Qualifications/Knowledge			
1.1 Educated to a degree level, or equivalent relevant experience.	E		Application Form
1.2 Proven experience in leading placemaking or regeneration programmes	E		Application Form
1.3 Strong understanding of capital project delivery, urban design, and stakeholder engagement.	E		Application Form
1.4 Excellent partnership development and strategic planning skills	E		Application Form
1.5 Experience in local government or public sector regeneration.	E		Application Form
1.6 Knowledge of Welsh planning and placemaking frameworks	E		Application Form
Experience			
2.1 Experience of working collaboratively ensuring investment programmes are integrated, inclusive, and aligned with strategic priorities.	D		Application Form and Interview
2.2 UK and Welsh Government, CCR, Tech Valleys Board, Strategic Economic Partnership, RSL's, Business partners, communities	D		Application Form and Interview
2.3 Significant experience of successful leadership within regeneration/economic development, and property/estates delivering tangible/commercial benefits and outcomes for communities	E		Application Form and Interview
2.4 Evidence of successful resource and financial management, including evidence of the resolution of conflicting priorities, formulating budgets, procurement, applying rigorous monitoring and control procedures and maximisation of available income/grants.	E		Application Form and Interview
2.5 A record of success in communication and engaging with a wide range of internal and external bodies, building partnerships and productive working relationships and positively promoting organisational reputation and interests	E		Application Form and Interview

2.6 Demonstrable success in managing and motivating teams to achieve significant, sustainable service improvements and outstanding results, with experience of developing and sustaining a culture that harnesses the strengths and talents of employees at all levels	E		Application Form and Interview
2.7 Evidence of championing successful change management within a complex and demanding environment; developing, leading and implementing strategies and change programmes to secure continuous service improvement, successful outcomes and significant operational and service changes.	E		Application Form and Interview
2.8 Evidence of establishing and leading a strong performance culture and effective performance and service quality evaluation that involves users in driving up standards and performance	E		Application Form and Interview
2.9 Evidence of success in building and enhancing the reputation of an organisation with external bodies and the media.	E		Application Form and Interview
2.10 A track record of working effectively within a political environment, providing clear and balanced advice and guidance on strategic issues to achieve service objectives	E		Application Form and Interview
Skills and Abilities			
3.1 Ability to operate successfully within a political environment and work closely with elected members	E		Interview
3.2 Excellent oral and written communication skills.	E		Interview
3.3 Ability to work successfully with a wide range of stakeholders to develop, communicate and gain ownership of a shared vision and direction.	E		Interview
3.4 Ability to develop effective working relationships with the local community; focussing on their needs whilst being able to develop practical and creative solutions to service and corporate problems	E		Interview
Personal Attributes			
4.1 Ability to deliver results within tight financial limitations and conflicting priorities	E		Interview
4.2 Ability to promote the Council, its reputation and status at a regional and national level.	E		Interview
4.3 Ability to establish a culture that promotes diversity and prevents discrimination	E		Interview
Circumstances			
5.1 Full driving licence and access to a vehicle for work purposes.	E		Application Form
Total Short-Listing Score			

Score key: 0 = Not Met Criteria 1 = Fully Met Criteria