

Post Details

Post Title: Joint Director Economy and Place

Grade: 17

Post Number:

Directorate: Economy and Place

Service Area: N/A

Responsible To: Joint Chief Executive

Responsible For: Staff in Economy and 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 Director of Economy & Place is a strategic anchor of our federated model, providing executive leadership across Torfaen and Blaenau Gwent. Working in close partnership with the Joint Chief Executive and operating at scale across two councils, the role sets the long-term strategic direction for economic growth, regeneration, planning and placemaking - aligning policy, investment and delivery to maximise impact.

This is a true system-leadership role, operating across political administrations, public services and regional and national partners. The postholder positions both councils as confident, outward-facing places for investment, innovation and inclusive growth, while ensuring that place-based leadership delivers tangible outcomes for communities.

The role offers a rare opportunity to shape not only what is delivered, but how local government operates - driving new models of collaboration, governance and place leadership at both local and national levels.

Principal Accountabilities and Responsibilities

Corporate Accountabilities (Joint Executive Team – Federated Structure)

As a member of the Joint Executive Team reporting directly to the Joint Chief Executive, the Director of Economy & Place is corporately accountable for:

- Strategic Leadership as part of the Federated Model
 - Providing executive leadership that strengthens the federated approach, ensuring coherent strategy, alignment and delivery across both councils.
 - Contributing collectively to the leadership, performance and reputation of both organisations.
- Corporate Strategy and Place-Based Influence

Principal Accountabilities and Responsibilities

- Shaping corporate strategy through a place-based and system-wide perspective, ensuring economic, spatial and investment considerations inform executive decision-making.
 - Translating corporate ambitions into long-term, investable propositions for place.
- Governance, Assurance and Democratic Accountability
 - Providing executive assurance on governance, statutory compliance, risk and decision quality across the Economy & Place portfolio.
 - Supporting effective democratic leadership through high-quality advice, transparency and engagement with scrutiny.
- Stewardship of Resources and Long-Term Value
 - Exercising strategic stewardship of financial, workforce and physical resources, including capital programmes, external funding and land and property assets.
 - Driving a commercial, outcome-focused approach that supports long-term financial sustainability and organisational resilience.
- Tackling Inequality Through Inclusive Growth
 - Ensuring Marmot principles and inclusive growth objectives are embedded corporately and consistently across policy, investment and delivery decisions.
- System Leadership and External Influence
 - Acting as a senior system leader, influencing regional and national partners, government and institutions to secure investment, shape policy and deliver shared priorities.
 - Positioning both councils as credible, ambitious and innovative place leaders.
- Transformation, Innovation and Digital Enablement
 - Providing corporate leadership for transformation and innovation within the portfolio, improving outcomes, productivity and the way place-based services are designed and delivered, including the responsible adoption of digital, data and artificial intelligence-enabled approaches to improve service quality, decision-making and organisational effectiveness.

Directorate Accountabilities (Economy & Place – Joint Directorate)

As the professional and strategic lead for Economy & Place across both councils, the postholder is accountable for:

- Strategic Direction and Coherence
 - Setting the long-term vision and strategic direction for economic growth, regeneration, planning, placemaking, strategic investment, assets and sustainability.
 - Ensuring strategies are integrated, prioritised and deliverable across the federated structure.
- Delivery of Outcomes and Impact
 - Delivering demonstrable improvements in inclusive growth, regeneration outcomes, place quality, planning performance and sustainability.
 - Ensuring benefits realisation and impact are clearly evidenced.
- Investment, Assets and Major Programmes
 - Providing executive sponsorship and assurance for major programmes, capital investment and asset-led development.
 - Ensuring strong governance, delivery confidence and effective risk management.
- Planning and Place Integrity
 - Ensuring planning policy and development management operate efficiently and effectively with integrity, quality and statutory robustness.
 - Championing high standards of design, heritage, town centres and placemaking.
- Climate and Sustainability in Place

Principal Accountabilities and Responsibilities

- Embedding decarbonisation and sustainability within place-based strategies, investment decisions and delivery models.
- Leadership, Capability and Culture
 - Leading a high-performing joint directorate with the capability, capacity and culture required to deliver at scale.
 - Enabling effective joint working, talent development and succession planning.

Principal Responsibilities

The Director of Economy & Place will:

- Strategic Leadership
 - Lead the development and implementation of integrated place-based strategies, including regeneration, investment, planning and decarbonisation, aligned to corporate plans and statutory frameworks.
 - Translate long-term ambition into prioritised programmes with clear outcomes, milestones and benefits.
- Executive Assurance and Programme Leadership
 - Act as Senior Responsible Owner for designated strategic programmes and interventions, ensuring robust governance, delivery discipline and benefits realisation.
 - Provide executive-level assurance on commercial, financial, legal and reputational risk.
- Partnership and System Leadership
 - Build and sustain senior strategic relationships across public services, business, academia and the third sector to deliver shared priorities.
 - Lead engagement with regional and national government to influence policy and secure funding and investment.
- Commercial, Investment and Asset Leadership
 - Provide strategic leadership of investment, land and property decisions to optimise value, social impact and long-term stewardship.
 - Sponsor innovative delivery and commercial approaches where they strengthen outcomes and affordability.
- Member and Stakeholder Engagement
 - Maintain strong, constructive relationships with elected members across both councils, supporting informed decision-making and effective scrutiny.
 - Lead meaningful engagement with communities, businesses and stakeholders to build confidence, trust and shared ownership of place ambitions.
- Performance and Improvement
 - Establish and maintain clear performance frameworks for Economy & Place, reporting progress, risks and outcomes to the Joint Executive Team and scrutiny.
 - Drive continuous improvement, modernisation and effective cross-council working.
- Workforce and Organisational Leadership
 - Lead and develop the Directorate Management Team, setting clear expectations and modelling collaborative, values-led leadership.
 - Ensure workforce planning and resource deployment support strategic priorities and organisational resilience.
- Statutory and Corporate Responsibilities
 - Ensure compliance with statutory, regulatory and corporate requirements across the portfolio, including governance, health and safety, data protection and safeguarding.
 - Support the Joint Chief Executive as required in relation to civil contingencies and organisational resilience

Principal Accountabilities and Responsibilities

This job description reflects the principal responsibilities of the post at the time of issue. Duties may evolve in response to organisational priorities, without altering the fundamental nature, seniority or joint executive accountability of the role.

Resources/Equipment/Material

The postholder has executive responsibility for the strategic stewardship and effective deployment of the following resources across both councils:

- Significant revenue and capital budgets, including multi year capital investment programmes aligned to economic growth, regeneration, assets, infrastructure and placemaking priorities.
- External funding and investment programmes, including Welsh Government, UK Government, regional and other third party funding, ensuring compliance, assurance, value for money and benefits realisation at scale.
- Land, property and physical assets, including strategic landholdings and development assets, working corporately to optimise value, social impact and long term stewardship.
- Major regeneration, investment and infrastructure programmes, including high profile, high risk and politically sensitive schemes spanning both councils.
- Commercial, investment and delivery vehicles, including partnerships, joint ventures, commissioned services and development agreements.
- Directorate workforce resources, including senior leadership capacity and multidisciplinary professional teams deployed across the federated structure.
- Professional, technical and advisory resources, including legal, commercial, planning, design, engineering and programme management expertise, both in house and externally commissioned.
- Corporate systems, data and performance information, supporting statutory decision making, investment governance, programme assurance and executive reporting.
- Organisational reputation and stakeholder confidence, including relationships with elected members, government, investors, partners and communities, where decisions materially affect public trust and credibility.

Supervision/Management of People

Corporate People Leadership (Joint Executive Team)

As a member of the Joint Executive Team, the Director of Economy & Place will:

- Provide visible, values-led leadership that shapes organisational culture across both councils, modelling collaborative, inclusive and high-performance behaviours.
- Contribute corporately to the leadership and development of the senior workforce, supporting talent management, succession planning and organisational resilience across the federated structure.
- Set clear expectations for leadership practice, accountability and performance, ensuring alignment with corporate values, behaviours and strategic priorities.
- Lead and support the organisation through change, transformation and new ways of working, maintaining engagement, clarity and pace during periods of transition.

- Promote positive employee relations, fostering a culture of trust, fairness and openness, and working constructively with trade unions and staff representatives.
- Ensure senior leaders and managers understand and respect the distinct roles of elected members and officers within a democratic organisation.

Directorate People Leadership (Economy & Place)

As the strategic and professional lead for the Economy & Place Directorate, the postholder will:

- Provide clear strategic direction to the Directorate Management Team, ensuring people, skills and structures are aligned to deliver corporate and place-based priorities across both councils.
- Lead, develop and inspire senior managers, creating a high-performing, accountable leadership team with the capacity and capability to deliver at scale.
- Ensure robust arrangements are in place for objective setting, performance management and development, with a strong focus on outcomes, behaviours and continuous improvement.
- Oversee workforce planning for the directorate, ensuring staffing levels, skills and resources are sustainable, efficient and responsive to changing priorities.
- Foster a positive, inclusive and engaging working environment that supports wellbeing, motivation and professional growth.
- Lead the directorate through organisational change, service transformation and new delivery models, ensuring staff are engaged, supported and clear about expectations.
- Ensure effective internal communication and engagement within the directorate, supporting collaboration across services and with corporate colleagues.
- Address people-management issues at a senior level, ensuring matters are handled fairly, consistently and in line with corporate policies and values.

The postholder will exercise these responsibilities with a strong emphasis on joint working, shared accountability and leadership across the federated structure.

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 Evidence of substantial senior management experience and a successful track record of leadership in a large multi-disciplinary organisation	E		Application Form
1.2 Hold full professional membership of a recognised national economic development, planning, regeneration or property/building organisation (such as the RTPI, RICS or RIBA or equivalent)	D		Application Form
1.3 Hold an advanced qualification in leadership/management and/or organisational behaviour	D		Application Form
1.4 Knowledge and up to date understanding of legislative and statutory obligations which effect the provision and delivery of a quality service	E		Application Form
Experience			
2.1 Expert knowledge in a relevant professional areas and proven track record of using professional expertise to develop and deliver strategic objectives and expected outcomes.	E		Application Form and Interview
2.2 A detailed understanding of legal, regulatory frameworks relating to the service area	D		Application Form and Interview
2.3 . Knowledge and demonstrable evidence of utilising the latest management and leadership practice to build and engage high performing teams	E		Application Form and Interview
2.4 Knowledge and understanding of innovative, commercial and commissioning solutions and different service delivery models.	E		Application Form and Interview
2.5 Evidence of delivering large scale growth plans working collegiately with business, partners and government whilst recognising the socio-economic needs of communities.	E		Application Form and Interview
2.6 Significant experience in contract, project and funding management	E		Application Form and Interview
2.7 Significant knowledge and experience of the wider public service agenda	E		Application Form and Interview

2.8 Knowledge of relevant legislation appropriate to the service/functional areas and public services as a whole	E		Application Form and Interview
Skills and Abilities			
3.1 Is able to create and communicate a vision and inspire others to share in it	E		Interview
3.2 Is able to maintain a cross-cutting, strategic overview of the work of the Councils within the framework of the needs and aspirations of the wider community and the political environment	E		Interview
3.3 Is able to analyse a wide range of data, including the outcomes of consultation, and translate this into strategy, policy and performance tools	E		Interview
3.4 Is able to consider future trends and shape strategy accordingly	E		Interview
3.5 Thinks quickly and flexibly and shows adaptive leadership in responding to a changing environment	E		Interview
3.6 Identifies and exploits opportunities to gain additional resources from a wide range of external sources	D		Interview
3.7 Focuses on broad outcomes but maintains visibility of the detail of service delivery	E		Interview
3.8 Strong interpersonal skills with the ability to negotiate, influence and generate confidence, trust and respect.	E		Interview
Personal Attributes			
4.1 Listens to others and communicates effectively; seeking to achieve results through negotiation and consensus	E		Interview
4.2 Invests time and energy in building strong networks and positive relationships	E		Interview
4.3 Has an inclusive style and seeks feedback, taking a joined-up approach to problem solving	E		Interview
4.4 Engages assertively in debate but is skilled in resolving differences without conflict	E		Interview
4.5 Sees working in partnership as an opportunity rather than a constraint	E		Interview
4.6 Understands their own strengths and weakness, and is committed to self-improvement	E		Interview
4.7 Believes in work/life balance for themselves and others, and sets an example	E		Interview
4.8 Acts as an inspiring role model to others	E		Interview
Circumstances			
5.1 Full driving licence and access to a vehicle for work purposes	E		
Total Short-Listing Score			

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