

ASHFORD BOROUGH COUNCIL

JOB DESCRIPTION

JOB TITLE:	Head of / Assistant Director of Direct Services
GRADE:	MG4/MG3
POST NUMBER:	6223A
RESPONSIBLE TO	Corporate Director Place, Space and Leisure
JOB SUMMARY:	To lead and manage all Council direct labour teams including technical/professional, administration and operative staff teams. Responsible for the delivery of excellent services to Service areas including Housing and Property which includes Housing responsive repairs, dwelling void management, electrical services, specialist surveyors, landscape management, conservation/biodiversity and forward parks and open space planning. As well as facilities management, which includes building repairs and electrical services as required. Create and deliver strategies and plans that promote efficient services in the most cost effective way, including digitalization, commercialization of direct services and “in housing” currently contracted services, identifying income opportunities and cost savings and developing proposals for consideration by the leadership team ensuring the needs of the customer are prioritized. Create an environment for continuous measurable improvement, ensure turnaround times are achieved on works, especially in relation to works directly impacting on significant areas of spend, such as void time and impact on Temporary Accommodation costs.
ROLE REQUIREMENTS:	
1.	To lead and manage Direct Services responsible for the maintenance and management of assigned assets from the General Fund and the HRA across the borough. Ensuring customer and local community needs are identified and responded to accordingly

2.	To be responsible for and oversee the delivery of all grounds maintenance services, arboricultural works, play area inspections and town centre maintenance. To be the Council's specialist advisor on all landscape management services.
3.	To lead the operations of the Responsive Repairs team which includes; day to day operative repairs to the Council Housing stock, void management, damp and mould investigation and resolution, inspections of properties in relation to repairs and administration teams in delivering the services, including customer engagement and complaint handling.
4.	To oversee the electric team including EICR (certification) work, ensuring the manager plans and manages the schedules, electrical repairs and major or General Find electric works if performed but the team.
5.	To lead a direct services teams, responsible for internal planned and reactive maintenance across the Council asset portfolio, including buildings and infrastructure. Ensure commercialization is developed into these services, for income generation and cost saving opportunities.
6.	To have overall responsibility for the building services and repair team that service general fund assets.
7.	To work with Members and stakeholders on the delivery of the borough plan.
8.	To contribute positively towards the achievement of the Council's Corporate Strategy and corporate initiatives and to promote a corporate approach to matters within the control of the post.
9.	Having successfully delivered the HLF Victoria Park Project, leading on the creation of a wider Park Foundation charity body responsible for fund raising, capital projects and the shaping of future parks and coordination of volunteer groups
10.	To be responsible for the delivery of ecological projects which promote nature conservation and biodiversity across the borough working in conjunction with planners to deliver biodiversity net gain.
11.	Lead and support a team in the delivery of future parks and open space provisions including capital projects and refurbishment programs. To support corporate projects and priorities working with other services e.g. Town Centre regeneration projects

12.	Be responsible for service planning and service development monitoring and management of appropriate budgets across all aspects of direct services.
13.	To lead on the generation of external income through commercial activity, whilst adhering to the Council's standing orders, financial regulations and EU procurement procedures as necessary. Develop business systems that allow growth and expansion of the service delivering a single source solution to external customers for the management of our assets in line with the business plans. Provide regular updates to directors on business activity.
14.	To bid for capital funds. To complete funding bids of capital projects and take responsibility of delivery and collection of funds. Report and update task groups as required.
15.	To bid for commercial work (revenue funding), where possible, to develop direct services and ensure the greatest deployment of assets aligned with the strongest service delivery for the council.
16.	To ensure the continued delivery of services ensuring systems and processes are regularly reviewed, using plan, do, check, review methodologies, implementing innovative practices, to drive continuous improvement across all service areas.
17.	To develop and maintain a relationship with the Portfolio Holders keeping them informed about the services and providing advice as appropriate.
18.	To prepare formal reports about the services and projects. To attend Management Team, Cabinet and other committees, groups and forums as required, presenting papers, presentations or deputising for the relevant Director in relation to works as required.
19.	Ensure compliance to all audits and that internal and external targets are met.
20.	Review, develop and implement quality management and regulatory compliance systems, particularly for health and safety and workplace practices.
21.	Ensure a high level of customer communication and liaison. Attend meetings with members, stakeholders (including forum groups), Housing Management Team, Committees, clients and customers as required to develop a proactive, reactive and listening service.

22.	Be responsible for formal complaints in accordance with Council complaints procedure, responding at stage 2.
23.	Ensure efficient and effective management of service delivery with particular attention to resident satisfaction, performance management and staff management.
24.	To ensure, the work of staff under your direct control is coordinated with the EP&R and Housing Services and with staff in other directorates in joint and corporate cross-cutting initiatives to deliver services in an integrated way.
25.	To contribute to the preparation and maintenance of the Council's Emergency Planning and Business Continuity Plans(s) and ensure that those relevant parts prepared or contributed to by service suppliers are relevant, sufficient, and up to date and delivered.
26.	To contribute to the creation and monitoring of Service related analytics and key performance indicators.
27.	To support the Council's approach to enforcement within the service, by directing the activities of direct services and by liaison with other Council Departments.
28.	Develop additional business opportunities in relation to your areas of work.
29.	Equal Opportunities - To promote equality of opportunity in employment and service provision, and eliminate unlawful discrimination. - To recognise that people have different abilities to contribute to the Council's goals and performance and to take necessary action to give everyone a chance to contribute and compete on equal terms.
30.	Emergency Planning - To participate as required in the Council's Emergency Planning operations including undertaking training and exercising as directed - To participate in the response to an emergency which may involve duties outside your normal job description and at times outside your contracted hours. - To participate in the recovery stage following the emergency.
31.	Business Continuity In the event that an incident has occurred which disrupts the Council's ability to deliver its critical functions, to undertake duties within your competencies in other departments and/or at other locations.

32.	Data Protection To ensure that data quality and integrity is maintained and that data is processed in accordance with Council policy, the Data Protection Act, the Freedom of Information Act, and other legislation.
33.	Health and Safety All employees have responsibilities under The Health and Safety at Work Act 1974. These responsibilities are laid out in the Council's Health and Safety Policy, available on the Intranet or from Personnel.
34.	Safeguarding Adhere to the council's safeguarding policies and procedures and undertake relevant training in order to help protect children and adults at risk of harm within the borough.
35.	Additional Duties To undertake any additional duties of a similar level of responsibility as may be required from time to time.
Assistant Director of Direct Services	
36.	To provide high-level support and advice to the Chief Executive, Director, Senior Managers, Cabinet, Portfolio Holders, Overview and Scrutiny Committees, Elected Members, partners and stakeholders.
37.	To lead and manage a team of technical and professional staff and support them to deliver their services in an effective and efficient way. Ensuring that the customer and local community's needs are identified and responded to appropriately, and that the requirements of statutory duties are fulfilled.
38.	Proactively contribute to corporate aims and objectives by playing a full role in corporate management team, leading and managing the implementation of new corporate projects, initiatives and processes and ensure that appropriate standards are maintained and that teams achieve required outputs.
39.	To ensure that the appropriate portfolio holder(s) are adequately briefed and aware of issues within their portfolio. Prepare reports for, and attend Cabinet Meetings, Committees, Scrutiny meetings, Task Groups and Working Groups.
40.	To be responsible for the marketing and promotion of Direct Services to promote/support interaction with the wider community by developing initiatives to increase openness and accessibility of council services.

41.	To bid for and be responsible for capital funds allocated to project responsibilities and report to the necessary groups on risk, under and overspends.
42.	To be responsible for service planning, service development, policy development, budget management and business planning.
43.	To work in partnership with key stakeholders and represent the Council in discussions and negotiations with statutory agencies and public service providers including central, regional, local government and the voluntary sector
44.	To be responsible for formal complaints regarding the service in accordance with the Council's complaint procedure.
45.	To lead and motivate others to continually improve performance, be approachable, supportive, and demonstrate integrity, fairness, and high personal and professional standards
46.	To provide clear guidance, leadership and vision necessary in shaping and delivering innovative approaches to address the Council's vision and objectives including having regard to the budget and any significant budgetary challenges.
47.	To keep abreast of and promote all aspects of the service areas, with a view to improving services and facilities and optimising the Council's performance in meeting targets and its effectiveness in serving the needs of the community.
48.	Ensure that continuous improvement, value for money and best value are delivered by challenging existing practices, setting targets for improvement and intervening as necessary.
49.	Develops and encourages personal development to improve performance and contribute to continual improvement, ensuring managers effectively deliver the outcomes desired and to have in place effective arrangements for the setting of performance measures for Senior Managers and regularly appraise their achievements.
50.	Liaise with members, statutory and voluntary bodies, parishes, the community, the commercial sector and other public sector bodies so as to co-ordinate the activities of these organisations and that of the Council.
51.	To keep abreast of and promote all aspects of the service areas, with a view to improving services and facilities and optimising the Council's performance in meeting targets and its effectiveness in serving the needs of the community.

52.	To be responsible for monitoring contractor and team performance to ensure quality of products, services provided and expenditure.
53.	To contribute to the team by providing advice and guidance within area of professional knowledge and experience.
54.	Consider opportunities where active collaboration outside your own area of accountability can deliver real benefit to the Council, whilst at the same time maintaining a balance between changes and stability.

OTHER CONDITIONS:

Essential Car User

Depot Based but required to work in the field as necessary in order to complete the duties associated with the role.

June 2025

PERSON SPECIFICATION

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	Essential	Desirable
EDUCATION & TRAINING/ QUALIFICATIONS	Degree in Horticulture/ Landscape Management or a relevant building qualification or equivalent contract management experience. Proven contract management experience, including tendering, procurement and management of contractors	Management/Leadership Qualification IOSH Managing Safety.
EXPERIENCE	Demonstrable and significant track record of managing within the horticultural or a Responsive Repairs industry in an operation and leadership role. Proven management experience of leading a commercial or local authority services team. Operational experience of delivering services such as grounds maintenance or responsive repairs at a senior level. Demonstrable ability to implement and meet targets maintenance contract/service. Knowledge and implementation of appropriate legislation. Understanding of relevant health and safety guidelines.	Public Sector procurement experience Partnership work including statutory and voluntary agencies, the private sector and the community

	Customer relationship management. Public Sector procurement experience Partnership work including statutory and voluntary agencies, the private sector and the community	
SKILLS & KNOWLEDGE	Excellent leadership skills Resolute and quality-oriented Strong customer orientation Ability to work well under pressure in a fast moving and challenging environment. Strong planning and organisational skills. Able to initiate, manage and successfully deliver change. Excellent communication skills at all levels (both oral and written), diplomatic and persuasive. Computer literate. Procurement knowledge.	
OTHER REQUIREMENTS	Willingness to tackle change Pro –active approach Flexible and innovative Adaptable Resilience Confident Organised Team worker	

	Commitment to equal opportunities Able to work across boundaries Ability to lead and motivate staff	
OTHER ESSENTIAL REQUIREMENTS TO CARRY OUT POST: • Available to work outside office hours to meet service requirements • Full driving licence Category B&E		



KEY COMPETENCY AREAS

Our Competency Framework has been developed and reviewed over several years in order to achieve a set of professional and key behaviours that our team display every day within our roles.

It applies to every member of staff, regardless of their role or service that they work for. It considers best practice but also the level at which our team members work in different areas of their job. So although the competency itself will apply to all levels, how it is evidenced within the individual job role may vary.

The competencies will be used for:

Recruitment and Selection – interview questions will be based on these key behaviours to ensure we are bringing the right people into the organisation.

Performance management including appraisals – to keep checking that we are all displaying the right behaviours that will ensure the success of the council's aspirations

Training and development – to help our teams and individuals focus on developing key behaviours and characteristics

The 9 basic competencies fall under our three values which are integral to the way we do things around here:

AMBITIOUS	CREATIVE	TRUSTWORTHY
Positive	Innovative	Professional Behaviour
Continuous Improvement	Open to Change	Accountable
Commercial and Enterprising	Decision Making and Problem Solving	Communication