

Candidate Brief & Job Description

Deputy Director, Place Division

Housing and Regeneration Directorate

Local Government, Housing, Planning, Rural Resilience and Sustainability Group

Welsh Government

Closing Date: Friday 16th October 2026 at 4:00pm



Llywodraeth Cymru
Welsh Government



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Croeso - Welcome from Claire Bennett

Director General, Local Government, Housing, Planning, Rural Resilience and Sustainability



Thank you for your interest in the post of Deputy Director, Place Division, a pivotal role in addressing the housing crisis in Wales. This is an outstanding opportunity and a chance to join the Senior Civil Service team in the Welsh Government at a time of a new government.

Our agenda has never been more important. Our aim is to support the First Minister and Welsh Ministers in building a modern, confident Wales within a national, UK and international landscape.

The Welsh Government is accountable to the people of Wales through the Senedd Cymru/Welsh Parliament. We aim to meet high standards of transparency and openness; and demonstrate honesty, objectivity, integrity and impartiality in everything we do. We also aim to create a working environment which is innovative, stimulating, supportive and representative of the people we serve. As a government we are committed to new ways of working, of shaping a modern government with energy and ideas and you should be capable of leading by example in adopting flexible working practices fit for the post Covid-19 world.

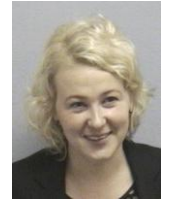
The Local Government, Housing, Rural Resilience and Sustainability Group was formed in May 2026 to support the new Welsh Government following the Senedd general election. The Group supports Ministers in the delivery of their government programme, working with partners across Wales and funding a wide range of key services and programmes. The work of the Group is broad in scope with responsibility for the relationship with and funding of Local Government; ensuring people have high-quality, affordable homes to live in; enabling nature recovery, improving water quality and achieving net zero; supporting rural resilience including, through the new sustainable farming scheme; and protecting animal health and welfare.

The Deputy Director Place Division is a unique role which is pivotal to delivering a number of commitments of the new government combined with a shared role as joint Head of the Property Profession. Your focus will be on delivering excellence in the management of the government land portfolio on behalf of Welsh Ministers. Delivering more homes is critical to the government's ambition to ensure that everyone has the right to a safe, affordable home in the community where they wish to live. Unlocking land development is a key component of this ambition, ensuring homes can be built as quickly as possible and blockers are addressed and you will lead the establishment of Unnos whose role will be to understand and work with others to remove barriers and make Wales a great place to build and deliver places to live. Thriving communities are the bedrock of Wales, you will have a central role in regenerating town centres and local communities and bringing in Community Right to Buy legislation so that people feel they have ownership of their local community and economy. Of course you will not be doing this alone, we cannot deliver professional advice to Ministers without innovative engagement of our key stakeholders and partners in delivery.

We are seeking applications from candidates from diverse backgrounds who can combine political awareness with the professional experience and ability to lead. The successful candidate will be required to motivate and develop teams capable of collaborative, trusted relationships at all levels. The successful candidate will demonstrate these qualities and bring fresh perspectives and lived experience to our work, as well as having a track record of inclusive leadership, achievement, resilience and delivery at a senior and professional level. Experience of driving change, ensuring value for money and translating strategic challenges into clear objectives and delivery will be critical.

I am looking forward to recruiting a new colleague who has the qualities needed to make the absolute best of this challenging role.

Croeso - Welcome from Alyson Francis, Director Housing and Regeneration



Thank you for your interest in the post of Deputy Director, Place Division. I am delighted that you want to know more.

The Housing and Regeneration Directorate plays a fundamental role in achieving many of the government's ambitions as home is at the heart of daily life. Our work ranges from acquiring and remediating land, delivering more, good quality homes, ensuring they are safe and affordable places to live through to ensuring that people who need support or who are at risk of homelessness receive that support. We also focus on the places people live, regenerating these places so communities are thriving.

This is an important and exciting role in the Welsh Government's senior leadership team. You have the opportunity to kickstart development and delivery of creating places where people want to live and work, working with a wide range of people and organisations across the Welsh Government and Wales to do so.

This exciting role offers the opportunity to work collaboratively with businesses; with a wide range of public sector partners and with experts to build on work in this area and secure further economic, social and environmental benefits for people in Wales.

The work is inherently rewarding, but it is also challenging. You will be part of a supportive and collaborative senior leadership team; leadership, positivity, resilience, creativity and the ability to work with and offer constructive challenge to others will be critical to success.

This is a high-profile role that demands drive, strategic thinking and the ability to combine specialist knowledge and experience with political nous. We are looking for someone who can bring their expert knowledge and skill to the table whilst working collaboratively with senior colleagues and leading a team dispersed across Wales.

The person appointed will need to have a proven aptitude for leadership and motivation, be able to exert influence across the Welsh Government and beyond - and carry credibility with Ministers and senior stakeholders.

The person must have excellent communication and diplomacy skills with the ability to empower, motivate and influence.

Finally, and importantly, we are looking for someone who is a good team player to be part of the senior leadership within Housing and Regeneration Directorate and the wider Welsh Government, bringing a drive for getting things done and an eye on continuous improvement.

About the Welsh Government



The new Welsh Government is providing new leadership for Wales, delivering decisive change for the key issues facing us today – the cost-of-living crisis, our NHS, schools and jobs. The Government is now working at pace to tackle the things that matter to people in their everyday lives, delivering change that everyone can feel and restoring trust in government.

The new Welsh Government will be the most open since the start of devolution, building trust by driving visible delivery on the real priorities of the people of Wales:

- Cutting waiting lists, and building a health and care service fit for the future
- Helping families with the cost of living through affordable, quality childcare
- Unleashing the potential of the Welsh economy, and creating good, well-paid jobs
- Raising standards in our schools and ensuring the best conditions for learning
- Tackling child poverty
- Standing up for Wales and demanding fairness from Westminster

The Government is supported by civil servants who work across devolved areas that include key areas of public life such as health, education and the environment. The core strengths of the civil service – political neutrality; efficient administration; good governance and sound management of public funds – have provided a solid foundation that has enabled us to build the well-established organisation that now supports the Welsh Government. We have a skilled and experienced workforce of 5000+ people located across Wales, close to the communities we serve. The Permanent Secretary leads the Welsh Government Civil Service and is accountable to the First Minister and Welsh Ministers

Everyone who works at the Welsh Government is joined together by the single common purpose of supporting Ministers to build a better Wales. Our core values of creativity, fairness, partnership and professionalism support our interactions with each other and help us with our judgements and decision-making. Through our values and behaviours framework we have a clear set of expectations to drive the outcomes we want to see. Equality, diversity and inclusion are central principles and we aim to be an exemplar employer.

Our work is underpinned by our Workforce Equality, Diversity and Inclusion Strategy which sets out our intention to be an organisation that at every level fully reflects the diversity of Wales and which is actively anti-racist and anti-discrimination. We want to create a safe, inclusive and diverse working environment that fosters a culture of respect and equity for everyone regardless of

their background or identity so that every individual can reach their full potential. Our Anti-racist Wales Action Plan outlines how we will build an anti-racist Wales which we can all be proud to belong to and thrive in. Our commitment to the Social Model of Disability underpins our work to ensure equity for disabled people.

We recognise the value of having a workforce reflecting a wide range of cultures, identities and backgrounds to the success of the Welsh Government. We encourage applications from all parts of society and want to appoint from the widest and most diverse pool of talent.

We encourage and support staff to learn, develop and use their Welsh language skills in the workplace, building a strong appreciation of Welsh culture and history. If appointed, we will offer you opportunities to learn Welsh in a way that works best for you. If you already speak Welsh, there will be opportunities to use and develop your skills. Reasonable adjustments can be put in place to support you, which can be discussed during the application process or on appointment.

The UK's exit from the EU and the subsequent international negotiations on the future UK/EU relationship and UK trade deals with other countries have significant implications for Wales and the work of the Welsh Government. Our constitutional relationship with the UK Government and the other Devolved Governments continues to develop.

The Wellbeing of Future Generations Act sets the strategic context for the Welsh Government. It requires the Civil Service to work in new and different ways to improve policy development and services delivered to the people of Wales. The Welsh Government is also a bilingual organisation and an exemplar in following the Welsh Language Standards and delivering Cymraeg 2050, our commitment to promoting the Welsh language to achieve a million Welsh speakers by 2050. Legislation is produced in both Welsh and English, and both languages have equal legal status.

Further information about the Welsh Government is available [here](#).



Our Structure

The Welsh Government structure is available [here](#) and the structure of the Local Government, Housing, Planning, Rural Resilience and Sustainability Group is below:

Claire Bennett
Director General – Local
Government, Housing, Rural
Resilience and
Sustainability Group

**Reg Kilpatrick /
Tracey Breheny**

Director (job share) –
Local Government and
Planning

Alyson Francis

Director – Housing
and Regeneration

**Gian Marco
Currado**

Director – Rural
Resilience

Rhodri Asby

Director – Climate
Change and
Environmental
Sustainability

Richard Irvine

Director – Office of
the Chief Veterinary
Officer

**Jamie Powell /
Vacant**

Deputy Directors –
Group Operations
Team

About the Role

Job Title:	Deputy Director Place Division
Location:	You may be contractually based at any of the main Welsh Government offices in Cardiff, Merthyr Tydfil, Llandudno Junction or Aberystwyth. We support hybrid working and tailoring patterns to suit individual circumstances. The role requires occasional travel to Cardiff.
Salary:	The role is at Deputy Director level (SCS1) and the starting salary is circa £86,000 although some flexibility may be available for an exceptional candidate up to £105,000. • For existing Civil Servants – if you are a substantive Deputy Director applying on a lateral transfer basis to the Welsh Government you will retain your existing salary. If you are an existing civil servant applying on promotion, the starting pay on promotion will usually attract a 10% increase in base pay or be at the pay band minimum, whichever is greater. • Secondment – if you are applying for this role on a secondment basis, you will retain your existing terms and conditions including salary (subject to approvals). • Alongside your £86,000 salary the Welsh Government will contribute £24,914 towards you being a member of the civil service defined benefit pension scheme. Please contact SCSRecruitment@gov.wales if you would like to discuss terms and conditions and salary level.
Contract Type:	Permanent. This is a full-time role, but we welcome candidates who are interested in a job share. If you are interested in applying on a job-share partnership, please visit the Job Share hub page Civil Service Careers for more information. Additionally, a compressed hours working pattern can be considered in line with business need.
Welsh Language Requirements:	Welsh language skills are not essential for this post, they are however desirable and will be considered if two or more candidates receive the same score at the application or interview stage. We expect the successful candidate to develop their Welsh language skills on appointment and we will fully support them to do this, with training available. As is the case in respect of other requirements, reasonable adjustments can be discussed on appointment.

Role Description

Place Division is part of the Housing and Regeneration Directorate within the Local Government, Housing, Rural Resilience and Sustainability Group.

This post plays a key part in ensuring that everyone in Wales has a safe, affordable place to call home in the community they would like to live in.

The work of the directorate is varied, fast paced and keenly focused on delivery for ministers and the people of Wales. Our work spans land acquisition and use, supporting home building, regeneration of our towns, cities and villages, supporting those who live in our homes and communities and acting as system steward to ensure the quality of what we build, the quality of places we build in and of landlord and resident services.

The division's purpose, and therefore the purpose of the post, is to work in partnership across the directorate and wider Welsh Government and with other governments and partners to:

- Lead the establishment of Unnos, a land development body for Wales which enables the delivery of more homes across the country through unblocking barriers, securing private finance and bringing land forward for build.
- Lead and manage the land portfolio to support the government's target of delivering 20,000 affordable homes over four years. The portfolio consists of c27 sites owned by Welsh Ministers with a current book value of c£43m.
- Ensure there are effective delivery systems in place which direct investment toward building the right homes in the right places to meet the nation's needs and improving the vibrancy and viability of town centres.
- Lead on the current Transforming Towns Programme and on the outcome of the Town Centre Taskforce to drive successful regeneration of town centres across Wales, which seeks to unlock more strategic sites/opportunities, tackle empty properties on the High Street, maximise community and cultural assets, take forward more public realm projects and support business infrastructure, and increase the appeal and viability of town centre living for all.
- Lead on the delivery and implementation of Community Right to Buy legislation to improve community rights to buy local assets of community value.

Key Responsibilities

- The post holder will lead a team of c40 staff with four direct reports and be responsible for an annual capital funding programme currently at £65m and revenue budget of circa £4m.
- Managing the resources, financial and people, of Place Division in the delivery of its functions maintaining a focus on professional standards, good financial management and have proper regard to governance matters.
- Lead on delivery of Programme for Government commitments which include establishing Unnos, Town Centre regeneration and Community Right to Buy legislation.
- Build, and then maintain, the Ministers' trust and confidence. The role will require regular engagement with Ministers on both the delivery of the Programme for Government and the development of the land portfolio.
- Lead on the land development programme including a grant programme (£25m pa) and develop long delivery frameworks and partnerships.
- Advise Ministers and senior officials on the development of a strategy for the development of brownfield regenerations sites in Wales, following the findings and recommendations of the Audit Wales report.
- Lead a team that will consistently be resolving legal, financial and subsidy issues concerning property and site management and disposals. This will also include the potential of overseeing complex building/site acquisitions using Compulsory Purchase powers to help unlock strategic opportunities.
- Influence, provide strategic leadership and work collaboratively with key stakeholders, including local authority Chief Executives and senior Directors across the Welsh public sector on the regeneration and residential development land sectors and agendas, including fostering strategic relationships within Wales and beyond its borders.
- To be a positive influence on the Welsh Government property network as Joint head of Welsh Government Property profession in helping to build professional capability and set standards.
- Promoting an open and inclusive working environment, encouraging equality, diversity and anti-racism.

Person Specification

Experience

Must have proven experience in the property market and built environment sector, including land development and be qualified to MRICS.

Experience of understanding how government operates, gained through working within, alongside, or engaging with government organisations.

Seeing the big picture

- Create joined up strategies that put into practice and support the government's vision for the future.

Making effective decisions

- Make sense of a wide range of political and national pressures and influences to develop strategies which meet organisational goals

Delivering at pace

- Establish an inclusive culture which allows people space and authority to deliver their objectives whilst ensuring appropriate support is in place when needed

Communicating and influencing

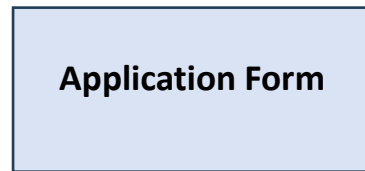
- Influence external partners, stakeholders and customers successfully securing mutually beneficial outcomes

The Welsh Government aims to be a bilingual organisation, whilst Welsh language skills are not essential for this post they are welcomed and you would have the opportunity to use those skills through the course of business.

Recruitment & Selection Process

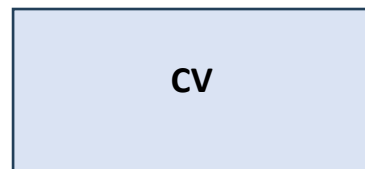
Stage 1 – Application

To apply for this role, you will be asked to submit:



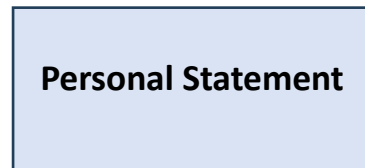
Application Form

We welcome applications in Welsh and English. Applications in either language will be treated equally. If you have an impairment that would prevent you from applying online, please contact SCSRecruitment@gov.wales to request an alternative format or a reasonable adjustment to submit your application.



CV

We operate name-free recruitment. The selection panel will not see personal information while shortlisting in line with our commitment to end bias and promote equality and diversity. Please remove your name from your CV and personal statement.



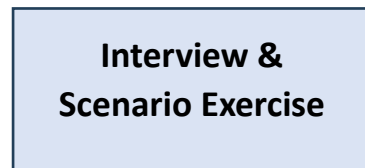
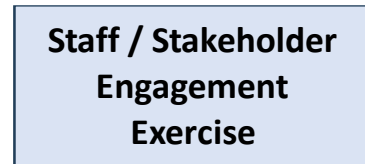
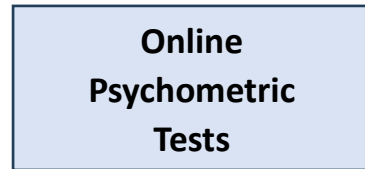
Personal Statement

Your personal statement should be no more than 1250 words. Please explain how your professional qualifications, skills, qualities and experience meet the essential criteria included in the person specification and how you meet the key behaviours of Seeing the Big Picture, Making Effective Decisions, Delivering at Pace and Communicating & Influencing.

The Welsh Government is committed to achieving a workforce that reflects the society it serves – at all levels. You will be asked to confirm some diversity information on your application form. Collecting this information enables us to identify whether we are recruiting from the widest possible pool of talent and check that all groups are being treated fairly throughout the process; this form will not be disclosed to anyone involved in assessing your application. If you do not wish to provide a response to a particular question, you select 'prefer not to say.' You will not be able to submit your application if you leave any of the questions unanswered.

Stage 2 – Assessments

If shortlisted, you will take part in the following assessments:



These include a discussion with a psychologist via Microsoft Teams. You will receive a link to the online tests within 10 working days after the shortlisting meeting. You do not need to take these tests again if you have completed these tests in the last two years for a role at the same grade.

This exercise gives you the opportunity to present your experience, ideas and views on effective leadership for this role. You will meet with a group of staff via Microsoft Teams who may be future team members, peers, colleagues or stakeholders.

Before your interview, the selection panel will receive feedback on your psychometric tests and staff & stakeholder engagement exercise. You will be given a scenario before your interview and will be asked to give a 5-minute verbal briefing. Interviews will be around 45 minutes and will consider how the skills and experience in your CV and personal statement meet the requirements of the role. The interview will be held in person at our Cathays Park office in Cardiff.

Expected Timeline

We will try to offer flexibility but it may not be possible to offer alternative dates for assessments. These dates may be subject to change:

Closing Date:	16/10/26
Shortlisting:	21/10/26
Online Psychometric Tests:	27/10/26
Staff & Stakeholder Engagement Exercise:	03/11/26 Additional date - 04/11/26
Interview & Scenario Exercise:	17/11/26

The Selection Panel



Alyson Francis, Director Housing and Regeneration

Alyson has worked for the Welsh Government since devolution, in wide-ranging strategy, policy, corporate and operational delivery roles, from farming to counter terrorism, children and family policy to the Covid-19 Inquiry. She has worked with organisations and groups across Wales, with UK Government departments and other devolved governments. Since July 2025 she has been Director of Housing and Regeneration at the Welsh Government and more recently has also become the joint Head of Policy Profession for the Welsh Government. Alyson was until recently a member of Bridgend and Cwm Taf Public Services Boards, and a Committee member of a local voluntary group at a historic country park.



Richard Baker, Deputy Director Place Division

Richard is a General Practice Chartered Surveyor by profession. He has worked for the Welsh Government for over 20 years in several property leading roles and prior to that was a Senior Valuer with the District Valuer/Valuation Office Agency. Within the Welsh Government he has been prominent in promoting best practice asset management both within government and across the wider Welsh public sector via Ystadau Cymru. Since 2023 Richard has been Deputy Director for Place Division leading on the Transforming Towns Regeneration Programme and managing a land portfolio to deliver affordable housing led developments. He is joint head of the Welsh Government Property Profession.



Sioned Evans, Director General, Chief Operating Officer

Sioned Evans is Director General of the Operational Effectiveness Group and Chief Operating Officer of the Welsh Government. She is responsible for a wide-ranging portfolio that includes operations and efficiency, finance, HR, commercial and procurement, digital, data and technology, communications, governance, legal services, and knowledge and analytical services, as well as oversight of key inspectorate and regulatory bodies. As Chief Operating Officer, she supports the Permanent Secretary in delivering ministerial priorities while leading efforts to build a confident, capable and resilient organisation fit for the challenges and opportunities facing Wales.

Equality, Diversity & Inclusion

The Welsh Government is committed to providing services which embrace diversity and promote equality of opportunity. Our goal is to ensure that these commitments are embedded in our day-to-day working practices with our customers, colleagues and partners. The Board has an Equality Champion and has regular updates on equality and diversity. We are committed to recruiting women, Black, Asian and Minority Ethnic people and disabled people, who are currently under-represented in the Senior Civil Service.

We are committed to increasing diversity, removing barriers and supporting all our staff to reach their potential. We are a Stonewall Diversity Champion and a Disability Confident Level 3 (Leader) organisation. Key to supporting this work and providing peer support are five Board sponsored staff networks: Disability Awareness and Support; Minority Ethnic Support Network; Mind Matters (mental health and well-being); PRISM (lesbian, gay, bisexual, transgender, intersex +) and Women Together.

A Great Place to Work for Veterans

This opportunity is part of the [Great Place to Work for Veterans](#) initiative.

Disability Confident Interview Scheme

We are committed to the employment and career development of disabled people. As part of our commitment to encouraging disabled people to apply to the Welsh Government we will offer an interview to disabled people who meet the minimum requirements for the role. You must provide evidence in your application which demonstrates that you generally meet the level of competence for the role and any essential qualifications, skills or experience.

The Welsh Government has adopted the social model definition of disability, which recognises that barriers in society act to disable people who have impairments or health conditions, who are neurodivergent or who use British Sign Language. We are committed to removing barriers so that all (or potential new) staff can perform at their best. The Equality Act 2010 uses the medical model definition of disability (“a physical or mental impairment which has a substantial and long-term impact on a person’s ability to carry out normal day to day activities”). If you have an impairment or health condition, are neurodivergent or use British Sign Language and need to discuss adjustments for any part of this recruitment process, or if you wish to discuss how we will make adjustments if you were to be successful, please contact SCSRecruitment@gov.wales.

Benefits of Working at the Welsh Government

Working Hours

Applications are welcome from people who work full-time, compressed hours or as part of a job share. It is expected that if you apply as a job share, this arrangement is in place when submitting your application and please make it clear on your application forms that you are applying as part of a job share. Candidates who apply as part of a job share will be interviewed both separately and as a team. Both candidates will need to demonstrate the appropriate level of professional skills and qualifications for the role.

Smart Working

As a senior leadership role, this post requires a visible and engaged leadership presence. The successful candidate will be expected to spend significant and regular time working from Welsh Government offices and to attend key leadership, Ministerial and stakeholder engagements in person. This role relies on building strong relationships, influencing across organisational boundaries and providing visible leadership to colleagues and partners, making regular in-person attendance an important aspect of the post.

Benefits

- Civil Service pension scheme: <https://www.civilservicepensionscheme.org.uk>
- Occupational Health Services, including counselling and eye care provision.
- Leave provisions including carers' leave, paid and unpaid maternity leave, flexible paid paternity leave, flexible paid adoption leave and shared parental leave.

Annual Leave Entitlement

Your annual leave entitlement depends on your length of service ranging from 25 to 30 days. If you are an existing civil servant and you are promoted into or move within the Senior Civil Service, your annual leave allowance is based on your period of continuous employment in the Civil Service.

The successful candidate will be appointed on the modernised Senior Civil Service terms and conditions.

FAQs

1. What nationality do I need to hold to apply?

Information on nationality requirements is available [here](#). The role is broadly open to:

- UK nationals
- Nationals of Commonwealth countries who have the right to work in the UK
- Nationals of the Republic of Ireland
- Nationals from the EU, EEA or Switzerland with settled or pre-settled status or who apply for either status by the deadline of the [European Union Settlement Scheme \(EUSS\)](#)
- Relevant EU, EEA, Swiss or Turkish nationals working in the Civil Service
- Relevant EU, EEA, Swiss or Turkish nationals who have built up the right to work in the Civil Service
- Certain family members of the relevant EU, EEA, Swiss or Turkish nationals

2. Who can apply for this role?

The role is available to permanent UK Civil Service employees (recruited through fair and open competition) on a lateral and promotion basis. The role is also available to those who wish to join the Civil Service and those who wish to apply on a secondment or loan basis for up to two years initially.

As part of your application, you will be asked questions to determine if you are eligible to apply for this role. You will be asked to confirm your nationality details and that you are legally allowed to work in the UK; this is a requirement for working in the Civil Service. If you do not meet the eligibility criteria, your application will not be taken further. If it becomes apparent at a later stage that you are not eligible to apply, your application may be withdrawn or offer retracted.

3. Is this post covered by the Official Secrets Act?

Yes.

4. Is security clearance required?

Yes. If successful, you must hold or be willing to obtain security clearance to SC (Security Check) level before taking up post. The timescales for security clearance vary but, after receiving completed paperwork, it can take 10 to 12 weeks.

5. Is this post covered by the Civil Service Code?

Yes. All civil servants are expected to conduct themselves in accordance with the [Civil Service Code](#).

6. What do I do if I want to make a complaint?

Our recruitment processes are underpinned by the principle of selection for appointment on merit on the basis of fair and open competition as outlined in the [Civil Service Commissioners' Recruitment Principles](#). If you feel your application has not been treated in accordance with these Principles and you want to make a complaint, please contact SCSRecruitment@gov.wales.

7. What do I do if I think that I have a conflict of interest?

You are required to declare any interests that you may have that might cause questions to be raised about your approach to the business of the Welsh Government. You are required to declare any relevant business interests, shareholdings, positions of authority, retainers, consultancy arrangements or other connections with commercial, public or voluntary bodies, both for you and your spouse/partner. If successful, you will be required to give up any conflicting interests and your other business and financial interests may be published.

8. Who do I contact to discuss the role or if I have any questions?

Please contact us on SCSRecruitment@gov.wales if you have any questions or to discuss this role further with our Recruitment team or to arrange a discussion with Alyson Francis, Director Housing and Regeneration.