

# WORKING FOR WIRRAL

## Information Pack

Assistant Director: Strategic Change & Digital Transformation

Thank you for your interest in this key role at Wirral Council. This pack gives you some information and insight into what it's like to work at Wirral, highlights our offer as one of the largest employers on the borough, our benefits and important information about the role.

At Wirral, we want to create, encourage and foster leadership which positively impacts on the entire borough to truly embrace the idea of how important it is to #BeTheDifference in all aspects of the Council.

We hope this information gives you a snapshot of what makes Wirral so special, what makes our organisation such a great place to work and how we embrace our values in all that we do.

There has never been a more exciting time to join us as a member of our Senior Leadership Team: we have huge ambitions for our organisation, partnerships and people, and we want you to play a part in this. Wirral is currently undergoing one of the largest and most exciting regeneration projects in the UK and, as such, we want to embody this exciting regeneration work within the Council's leadership.

As part of our ambitious modernising agenda we have accelerated our journey towards a different way of working which fully embraces a hybrid working model, with an emphasis on flexible working that works for both us and you.

Working at Wirral provides you with the opportunity to combine remote working with being office based in various locations across the Borough. Utilising technology more effectively, you will have the choice to plan where you work. This strategy plays a part in our Climate Emergency plan by reducing the necessity of commuting to and from the office, thus reducing unnecessary emissions created by our people.

We have big ambitions and exciting plans. We need exceptional, innovative leaders to play their part in leading the Council into the next phase of the Borough's transformation.

# Welcome

*"We have some great leadership in place to continue the work we are doing with a focus on delivery of the Wirral Plan.*

*As our Assistant Director: Strategic Change & Digital Transformation you will lead organisational change and transformation programmes to drive innovation and optimise technology to deliver efficiencies across the organisation. You will lead and oversee all aspects of ICT for the Council ensuring this is in alignment with the Council's short and long-term delivery objectives. Driving and enabling organisational change, innovation and modernisation through appropriate innovative and digitally enabled solutions, systems and processes will be a key part of this role.*

*You will have a clear focus on the strategic picture, developing innovative ideas and translating them into practical actions. In addition, you will have a great track record of leading the delivery of organisation wide culture, service and digital transformation.*

*This is a fantastic opportunity for a passionate, people-centric candidate with significant experience in embedding change, transformation and new ways of working through well-honed change management, communication and influencing skills. You will have compassion and energy to achieve everything we have promised to our residents and businesses and really #BeTheDifference in their lives. Needless to say, you will need to be an effective communicator able to work effectively with Members to inspire confidence and credibility.*

*You will be joining a talented and ambitious team of forward-thinking, values-based colleagues who are working together to deliver excellence.*

*Good luck and we look forward to hearing from you".*

**Shaer Halewood, Director of Resources**

# About Wirral:

You're likely to want to know **more about us** and why we believe anything is possible:

- Wirral is a unique place, home to a growing population of over 320,000 people and over 8,000 businesses. Our stunning peninsula extends to 60 square miles, and boasts 25 miles of scenic coastline. It is an area of outstanding natural beauty, packed full of spectacular scenery, with a rich mixture of culture, heritage, and picturesque cottages. Our environment, our parks and our leisure and cultural offer are among the best in the UK. It offers cutting edge technology and executive living along the banks of the river Mersey, overlooking one of the most awe-inspiring views anywhere in the world in the famous Liverpool skyline. We're a stone's throw away from the thriving city of Liverpool and historic Chester. To find out more about what we are doing please visit: <https://wirralview.com/>
- Our vision is to make our borough a more equitable and fairer place to live-and work. To help us achieve this vision we're focused on delivering the five key priorities within [The Wirral Plan](#) and we're proud to say they are a direct result of what our residents, businesses and partners have told us matter most.
- As we strive to tackle inequality in the borough, we've started on the journey of economic transformation. We've delivering ambitious [plans](#) for the transformational regeneration of Birkenhead. The most radical proposals for the town since the 1947 Town Plan and one of the biggest regeneration programmes in the country.
- Our new [Local Plan](#) is being prepared to shape the future of the Borough and sets out how we'll offer a high quality of life, protect the environment, regenerate Birkenhead, better connect the Borough, help our towns flourish, conserve and enhance our rich culture and how, through low carbon neighbourhoods and work opportunities, assist in narrowing the gap between the economically poorest and wealthiest residents.

# About working for Wirral:

You'll probably also want to know **what it's like to work here** and how we do things:

- Our values are more than just pieces of paper on our walls. We've all played a role in developing these to reflect the immense pride we have in what we do. They reflect us, what matters to us, what motivates us, what inspires us and how we think, behave and approach things.
- Putting people at the heart of success really is how we do things - we codesign with people who know most about what needs to change. We hold regular staff and manager conferences, we conduct regular staff surveys, and all our managers have meaningful conversations with their staff to talk about wellbeing, support, objectives and opportunities for development.
- As the person leading this organisation Paul, our Chief Executive, understands that an important focus of his role is to ensure we're aligned, have the right conditions, relationships, partnership working, talent, ways of working and culture to support the delivery of the Wirral Plan. Over the summer months we are all playing an important role in supporting this culture to grow even further, by co-designing our People Strategy which will, based on the great practice that already exists here, describe us 'on a good day', what helps us have these 'good days' and how we can use these to have even more 'good day' as we're serious about creating the conditions in which we can all thrive.

## **And some specifics about how we recognise and reward our people:**

**Pay** – Our Assistant Director salary range for this role is to £86,860 to £96,510.

**Leave** – You'll receive a generous annual leave allowance of 32 days leave per year, plus 8 additional public holidays.

**How we work** – We work a 36-hour week based around a highly flexible and hybrid model of working, giving you the choice of where and how you work. Technology is at the forefront of our modern workforce: we make maximum use of digital technology to ensure that our staff can be flexible and responsive to the needs of our customers and achieve a greater work-life balance.

**Development** – You'll benefit from our track record of developing, growing and investing in our people. We want to get to know how we can encourage and help you to learn in the flow of work and benefit from the collaborative learning culture that we operate at Wirral.

**Support** – You'll have access to our fantastic Employee Assistance Programme which offers a confidential service for employees and their families 24hrs a day/7days a week. The programme provides expert advice and counselling in areas such as finances, family and personal problems, work issues, health related problems, childcare and consumer rights.

**Benefits** – You can take advantage of a range of discounts in over 7,000 outlets on shopping, dining out, theatre, cinema, experiences and much more. Including the opportunity to purchase technology, cars, phones and bicycles. We also offer up to 2 days a year for you to volunteer your time to help, support and to make a difference to the local community.

**Pension** - Employees have the opportunity to join the Local Government Pension Scheme (LGPS), which is a tax approved occupational pension scheme. Benefits are based on the length of your membership and final salary. As a statutory funded pension scheme covered by legislation, it offers greater security than other pensions.

**Equality & Diversity** - Our people are our greatest asset. We're committed to attracting, recruiting and retaining diverse and talented people. We recognise the need for equality, diversity and inclusion within our workforce and we promote equality and diversity to raise awareness, identify and address any potential barriers or underrepresentation across our organisation.

No unnecessary conditions or requirements will be applied which could have a disproportionately adverse effect on any one group. We are committed to making our recruitment practises barrier-free and as accessible as possible to everyone. This includes making reasonable adjustments or changes throughout the process. If you would like us to do anything differently during the recruitment process or provide any information in an alternative format please contact [jenniferwoods@wirral.gov.uk](mailto:jenniferwoods@wirral.gov.uk)

# Our Leadership Team:

We would like to introduce you to the leadership team to give you an overview of how we are organised to achieve all of this:

- Our Elected Members

<http://s03vs-intrcm.core.wcent.wirral.gov.uk/mgMemberIndex.aspx?bcr=1>

- Our Senior Leadership Team and how we're organised to deliver the Wirral Plan.

<https://www.wirral.gov.uk/sites/default/files/all/About%20the%20council/Data%20protection%20and%20freedom%20of%20information/Organisation%20chart%20-%20March%202022.pdf>

Hopefully you have found this information useful and decide to make an application to make this easier please see below a summary of some of the important information:

## About the process:

We want to be completely transparent about our application process to give you the best chance to really show who you are, why you are suited for the job and how you can really #Bethedifference for Wirral. We've outlined each stage below:

1. **Application** - To apply for this role please complete the online application form on the GatenbySanderson website including your CV and a personal statement by midnight on Sunday 11 September 2022. Within your personal statement we want to hear about you and your experience. Your personal statement should be no longer than 2500 words and outline how you feel you are suitable for the role and include your personal skills, qualities and experience and provide evidence of your suitability for the role, with reference to the criteria set out in the job description.

[www.gatenbysanderson.com/jobs/GSe90649](http://www.gatenbysanderson.com/jobs/GSe90649)

We also would like to assess your suitability against our **behaviours** documented in the **Competency Framework** guide. There are seven behaviours in total, but we have asked for examples on just two at this stage, detailed below:

- **Behaviour – Leadership:** Provide an example of when you curated a vision and engaged stakeholders effectively to make this a reality
  - **Behaviour - Change Orientation:** Provide an example of when you have had to change direction and/or revisit strategic priorities to respond to an emergent issue to deliver a successful outcome.
2. **Shortlisting** - Applications will be shortlisted by the recruiting director and, our colleagues at GatenbySanderson will provide verbal feedback to any candidate that requests this.
  3. **Assessment** - We will use **personality psychometric testing (Facet 5)** as part of our assessment approach. If shortlisted, candidates will be required to undertake a personality questionnaire and will receive feedback from an accredited practitioner prior to the assessment centre. The profile will be used to gain a greater insight into candidates and to inform questions. Candidates will be assessed based on their answers to these questions and not on the personality psychometric results.

Shortlisted candidates will take part in further assessment activity which may include **peers, stakeholders, and our senior leadership team.**



Interviews will take place in September 2022 and will be a mix of virtual and face-to-face. Please let us know if you have any availability issues during the week of 26<sup>th</sup> September.

If you would like additional information about any of the above stages or to request support please contact [jennywoods@wirral.gov.uk](mailto:jennywoods@wirral.gov.uk), or for an informal conversation about the roles ahead of applying, please speak to our advisors at GatenbySanderson: Nick Cole (07867 451183), Tim Hills (07393 011 130) and Gillian Young (01908 230265)

Want to get the best out of you and treat it very much as a two-way process.  
Finally, we wish you every success in your application and hope to speak to you soon.