

# Leeds City Council

## Job Description

### **CORE VALUES, AMBITIONS AND GOALS**

As a Council our Ambition is to be the best City Council in the UK

Our behaviours will be influenced by our values of.

- Working as a Team for Leeds
- Being Open, Honest & Trusted
- Working with Communities
- Treating People Fairly
- Spending Money Wisely

### **Children & Families Directorate**

#### **Our Vision**

We want Leeds to be a Child Friendly City and are committed to ensuring that children and young people.

- are safe from harm
- do well at school and are ready for work
- choose healthy lifestyles
- have fun growing up, and
- are active citizens who feel they have voice and influence

#### **Our goals**

We believe that every Children's Services employee can contribute to make our vision a reality and we encouraged everyone to work as part of the directorate team to shape children and family centred local services based on our priorities of.

- helping young people to live in safe and supportive families
- ensuring that we protect the most vulnerable
- encouraging activity and healthy eating
- improving support where there are additional health needs
- promoting sexual health
- readiness for school
- improving behaviour, attendance, and achievement
- reducing the numbers of young people who are not in employment, education, or training
- providing opportunities for play, leisure, culture, and sporting opportunities
- reducing youth crime and anti-social behaviour
- increasing participation, voice, and influence

**We are committed to safeguarding and promoting the welfare of children, young people, and vulnerable adults. We promote diversity and want a workforce that reflects the population of Leeds.**

**Directorate:**

Children and Families

**Service Area:** Learning Systems

**Job Title:** Traded Service Lead

**Grade:**

**Conditions Of service:**

**Responsible To:** Customer Relations Lead

**Responsible For:** Traded Services Team

- **Job Purpose:** To lead and manage the traded function in the children and families directorate, supporting and enabling the sale and marketing of services for schools and settings, including developing the online sales portal to provide a 'one stop shop' for schools to access council services, training and information all in one place. To develop and maintain relationships with Leeds schools and settings, and with council service and training providers, to help retain existing business and to develop new business opportunities that have a positive impact on the achievement, attendance, attainment and life opportunities of children and young people in Leeds.

## **Responsibilities**

**The post holder is specifically responsible for:**

- Leading the development and implementation of Traded Services to support the delivery of critical council services through income generation.
- Providing and promoting clear direction, visible leadership and motivational management to create a high performance culture which drives continuous improvement, organisational change and efficiencies whilst delivering service priorities.
- Ensuring effective use of resources within the team to bring about successful delivery of outputs against team plans, including the management of the Traded Service budget and compliance with financial regulations.
- Direct management of officers involved in traded services. Indirect/ matrix management of other officers engaged in the logistical support of commercial activity across the organisation.

**The range of duties are:**

- Lead the development of an effective professional team through building positive relationships and identifying development opportunities
- Effectively manage the performance of staff and quality of work produced and respond appropriately to instances of under and over performance through a coaching style of management, providing both high challenge and high support.
- Lead the development and maintenance of effective quality assurance processes within the team to ensure delivery on key result areas including the Council's wider objectives.
- Lead, manage, motivate and develop team members in accordance with council policies and employment laws and ensure that relevant procedures are understood and followed.
- Provide effective leadership of the online sales and communication platform and ensure GDPR and accessibility compliance.
- Manage the online platform and event management contracts.

- Manage the annual release of contracts, services and products to schools and settings, ensuring accurate pricing of offers to recover all costs.
- Develop and deliver on a marketing, communications and engagement strategy to ensure a joined-up communications experience for Leeds schools and settings.
- Develop robust and effective stakeholder communications and a positive customer focused culture including consultation with schools and settings to ensure that services are available to meet their needs.
- On an ongoing basis, review, audit and develop the traded programme to ensure that services are maximising the support for schools and settings and its traded income opportunities.
- Provide training and development activities for traded teams, to ensure up to date commercial knowledge and skills.
- Ensure that all staff are aware of, and embed the Council's values and behaviours
- Flexible and adaptable to change to assist other services as required commensurate to grade
- Participate in appraisal, training and development activities as necessary to ensure up to date knowledge and skills
- Improve own practice through observation, evaluation, discussion with colleagues and development programmes.
- To work collaboratively with colleagues, knowing when to seek help and advice.
- Contribute to the overall ethos, work, and aims of the service by attending relevant meetings, training days/events as requested.
- Be aware of and comply with Leeds City Council policies and procedures e.g. child protection, health, safety and security, confidentiality and data protection, reporting all concerns to an appropriate person
- Be aware of and support difference and ensure equality for all working in an anti-discriminatory manner, upholding and promoting the values, standards and equal opportunities of Leeds City Council.
- Recognise and appropriately challenge any incidents of racism, bullying, harassment or victimisation and any form of abuse of equal opportunities, ensuring compliance with relevant policies and procedures.
- The Council has adopted a flexibility protocol and this role will be expected to work within these parameters.

The duties outlined are not meant as an exhaustive list and will also comprise any other duties within the spirit of the post commensurate with the job evaluation outcome for this post.

**Qualifications:** Qualifications: A degree or equivalent demonstrable knowledge and experience

### **PERSONAL SPECIFICATION ESSENTIAL REQUIREMENTS**

It is essential that the Candidate should be able to demonstrate the following criteria for the post within the context of the specific role duties and responsibilities: Candidates will only be shortlisted for interview if they can demonstrate on the application form that they meet all the essential requirements.

Method of Assessment will be through one or more of the following Application Form, Test, Interview or Certificate.

### **Skills Required**

#### Manage information:

- Assimilate complex information
- Offer appropriate high-quality advice and information
- Present information for a range of audiences and contexts
- Liaise effectively with others in the organisation

#### Manage self and resources:

- Use own initiative
- Manage and develop staff
- Produce high quality written guidance materials

#### Manage projects:

- Recognise needs and prioritise work
- Develop and manage good administrative and organisational systems
- Manage financial systems and produce reports
- Run efficient meetings
- Collate statistical information

#### Assess requirements and manage people and resources to meet these

- communicate effectively in both the written and spoken word
- promote the highest standards of service delivery
- Meet deadlines
- Present training materials

#### **Knowledge Required**

- Degree or equivalent demonstrable knowledge and experience
- An understanding of the current issues facing local authorities, local communities and education services
- An understanding of communication and marketing strategies to effectively promote products and services and develop customer relationships.
- Knowledge of full cost recovery pricing strategies.

#### **Experience Required**

- Of working with education leaders
- Of working in a commercial environment
- Of developing and delivering training
- Of managing people successfully
- Of managing a traded service and a service budget including procurement and tendering processes
- Of using IT packages

#### **Behavioural & other Characteristics required**

- Committed to continuous improvement.
- Ability to understand and observe the Council's Equal Opportunities Policy.
- To carry out all duties having regard to an employee's responsibility under the Council's Health & Safety Policies.
- Willingness to actively participate in training and development activities to ensure up to date knowledge, skills and continuous professional development.
- Understand and embrace our values, behaviours and our codes of conduct

#### **PERSONAL SPECIFICATION DESIRABLE REQUIREMENTS:**

It is desirable that the Candidate should be able to demonstrate the following criteria for the post within the context of the specific role duties and responsibilities: Candidates are not required to meet all the Desirable requirements however these may be used to distinguish between acceptable candidates.

#### **Skills Required**

N/A

#### **Knowledge Required**

N/A

**Experience Required**

N/A

**Behavioural & other Characteristics required**

N/A

**Job Description Content Prepared / Reviewed by:**

Name Tim Pouncey      Designation Chief Officer, Resources and Strategy      Date January 2023

**Confirmation of Job Evaluation Undertaken**

**JE Ref**