

## **Job Profile – Assistant Director - Revenues, Benefits and Payroll**

**Department:** Corporate Resources  
**Accountable to:** Strategic Director Corporate Resources  
**Responsible for:** Revenues, Benefits and Payroll

### **PURPOSE OF JOB**

- Provide strategic and inspiring leadership across the service, in a way that puts the needs and aspirations of our citizens at the heart of everything we do and builds a culture of achievement and excellence in delivering real outcomes.
- Ensure that the service has appropriate strategies, policies and procedures in place to enable the effective delivery of Council services.
- The Assistant Director Revenues, Benefits and Payroll is a key member of the Senior Leadership Team (SLT); and this role will contribute to collaborative, corporate working.

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### **Corporate Responsibilities:**

1. As a member of the Council's Senior Leadership Team, provide strategic leadership, direction and service expertise to Elected Members in the development and delivery of corporate Council Priorities and transformation Agenda in consultation with all locality partners.
2. Communicate and promote the Council's vision for the district both locally and regionally with our partners to raise Bradford's profile. Project the image and corporate identity of the Council within and outside of the district.
3. Contribute to the delivery of effective and accessible services against changing demands and external challenge through efficiencies and service improvement by embedding the principle of value for money throughout service design and delivery - with a particular emphasis on efficiency and productivity.
4. Be collectively responsible and accountable for the delivery of the Council's transformation programmes.
5. Ensure effective performance management and continuous improvement across the Council and the District partnership securing optimum outcomes and continuous improvement for Citizens of the District.
6. With SLT colleagues proactively champion increasing organisational capacity and productivity through strategic workforce planning, provision of good people management and organisational development principles are implemented across all services.
7. Champion social inclusion, equity, inclusion and diversity both across service provision and employment.
8. Champion, promote and role model effective employee engagement, communication with, and the Health and Safety and Well-Being of the Bradford workforce in compliance with Council Policy and Legislation.

**Service Focused Responsibilities:**

1. Responsible for the administration and collection of Council Tax and Business Rates of over £400m annually, collecting from 220,000 households and 19,000 businesses (2021)
2. Provide a Council-wide billing, collection and enforcement service for other sundry accounts across the Council, collecting £350m annually, from 50,000 accounts (2021)
3. Ensure collection activity is effective, but takes account of the needs of those that have to pay. Develop imaginative strategies to support Bradford residents, in particular those in the most deprived communities
4. Lead officer for the Council's overall welfare provision, specifically the payment of
  - a. Housing Benefits and Council Tax Reduction
  - b. Discretionary Housing Payments
  - c. Local Welfare Assistance
  - d. Free School meals
  - e. The award of Blue Badge and transport concessionsand for the development and implementation of strategies and projects to deliver the Welfare Agenda for the District.
5. Will ensure the services are delivered across the Council's multiple access sites and is accessible to all households
6. Provide a Payroll and Pensions Liaison Service for all Council staff and for staff employed by outside organisation for whom the Council provides this service.
7. Develop the Payroll and Pensions Liaison Service, so it is successful in attracting further business and grows its external business base
8. Responsible for the Council's payments facilities, ensure they are both accessible and secure.

## **Personnel Specification: Assistant Director - Revenues, Benefits and Payroll**

**Accountable to:** Strategic Director Corporate Resources

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### **Guidance Note**

This post is underpinned by the Bradford Senior Management Competencies Framework for Strategic Directors, Directors, Deputy Directors and Assistant Directors. The experience, knowledge and skills and personal qualities highlighted in this person specification are priority areas. However, post holders are expected to be able to demonstrate that they align with all aspects of the competencies framework.

### **Section 1 – Experience and Qualifications**

1. Institute of Revenues, Rating and Valuation Honours qualification with ongoing professional membership of the IRRV or a commitment to work towards this if not currently held.
2. Successful track record of working at a senior leadership level delivering an effective Revenues and Benefits service within or on behalf of a local authority while working collaboratively to lead and embed a high performance culture.
3. Successful experience of working in a complex political environment with multiple stakeholders including but not limited to, elected politicians, senior officers, multi-agency partners and communities.
4. Evidence of large-scale transformational experience and associated business planning either in response to regulatory input or internally driven need for change, which delivers sustainable change over the longer term.
5. Experience of developing, delivering and embedding whole system, multi-agency working for effective design, development and delivery of customer facing, needs-led services that address the needs and aspirations of our communities.
6. Extensive experience of working at a strategic and corporate level with proven contribution to developing appropriate strategies, policy, performance and governance frameworks.
7. Experience of successful strategic and operational resource and budget management, including the evaluation of competing priorities and the application of rigorous but appropriate management control arrangements.
8. Successful track record of using digital technologies and innovation to deliver modern, customer facing services alongside partnership based solutions.
9. A successful track record of promoting and delivering diversity and inclusion within the workforce and in services provided, achieving greater financial inclusion and inclusive outcomes to address inequities.

### **Section 2 – Knowledge and Skills**

1. Demonstrable evidence of ongoing professional and personal development.
2. Extensive knowledge of relevant National, Regional and Local Government issues, developments and best practice.
3. Thorough understanding of appropriate statutory, regulatory, strategic and operational frameworks relevant to the post.

### **Section 3 – Personal Qualities**

1. Strategic thinking combined with a strong commitment to working corporately balanced with operational experience and accountability for large scale service delivery.
2. Demonstrates an inclusive, collaborative and engaging working style.
3. Highly developed communications skills that are able to convey information to a range of audiences in a way that secures ongoing engagement with colleagues and citizens.
4. Exceptional networking, partnership, negotiations, influencing and advocacy skills.
5. A commitment to openness, transparency, approachability, diplomacy and building positive working relationships.
6. Commitment to collaborative working and the capacity to challenge and be challenged.
7. Demonstrable commitment to inclusion, equality and equity.
8. Professional and personal integrity and prepared to speak truth to power.

**SENIOR MANAGEMENT COMPETENCIES FRAMEWORK FOR  
STRATEGIC DIRECTORS, DIRECTORS, DEPUTY DIRECTORS AND ASSISTANT DIRECTORS**

<b>Leadership</b>	<b>Developing High Performing People and teams</b>	<b>Delivering Successful Performance</b>	<b>Project and Programme Management.</b>
<p>Our managers motivate their staff to exceed expectations through raising their awareness of goals and moving them beyond self-interest for the sake of the team or service. They consider serving the District in all that they do.</p> <p><i>Behaviours which demonstrate this:</i></p>	<p>Our managers coach individuals and teams to achieve their potential and take responsibility for continuous improvement. They champion the Council's values and goals.</p> <p><i>Behaviours which demonstrate this:</i></p>	<p>Our managers monitor performance of services, teams &amp; individuals against targets &amp; celebrate great performance. They promote the District's vision &amp; work to achieve Council's values &amp; agreed outcomes.</p> <p><i>Behaviours which demonstrate this:</i></p>	<p>Our managers work to ensure that outcomes and objectives are achieved within desired timescales, make best use of resources and take a positive approach to contingency planning.</p> <p><i>Behaviours which demonstrate this:</i></p>
<ul style="list-style-type: none"> <li>• Develops policy &amp; strategy and takes corporate decisions based on systematic analysis of data</li> <li>• Sets and communicates clear vision, values &amp; direction in order to achieve client focused outcomes and put the citizen at the heart of what we do</li> <li>• Applies a finely tuned political antenna and understanding of democratic process to advise Elected Members</li> <li>• Demonstrates understanding of public sector functions and processes, corporate</li> </ul>	<ul style="list-style-type: none"> <li>• Persuasive &amp; articulate communicator with the ability to present ideas on a wide range of issues</li> <li>• Creates a District-wide focus by supporting cross-service teams and enhancing customer focus</li> <li>• Effectively leads multi-functional teams by creating &amp; maintaining good working relationships &amp; motivation</li> <li>• Demonstrates good people skills by promoting a productive environment</li> </ul>	<ul style="list-style-type: none"> <li>• Moves the Council forward by planning, commissioning, securing and monitoring outcome focused services to meet District needs and achieve value for money</li> <li>• Develops productive strategies &amp; data to guide work with key internal &amp; external partners</li> <li>• Demonstrates the ability to achieve and sustain measurable improvements and transformational change whilst ensuring economy, efficiency and effectiveness</li> <li>• Contributes to local, regional &amp; national strategies by engaging with</li> </ul>	<ul style="list-style-type: none"> <li>• Understands the impact that major projects have on different communities</li> <li>• Creates and communicates a picture of the long-term needs of the community</li> <li>• Involves those affected in the planning processes</li> <li>• Brings together elected members, partners and the community to develop strategic plans and solutions</li> <li>• Makes effective use of natural resources, physical assets and people to meet</li> </ul>

<p>accountability and citizen accountability</p> <ul style="list-style-type: none"> <li>• Enables joint partnership working based on collaboration, clear governance, accountability and agreed responsibilities at Council and partnership level</li> <li>• Ensure that the Council is financially sound by planning &amp; utilising finances effectively to deliver strategic priorities</li> <li>• Inspires confidence, acts with integrity, listens and considers differing needs</li> <li>• Promotes the general well-being of the District's communities &amp; citizens and enables community engagement &amp; cohesion.</li> </ul>	<ul style="list-style-type: none"> <li>• Creates high performance by building team commitment &amp; empowerment and nurturing innovation, creativity and questioning</li> <li>• Improves longer term capacity through workforce planning, development, succession &amp; career plans and appraisal</li> <li>• Manages social diversity fairly and sensitively by promoting inclusive behaviour, equality of opportunity and employee wellbeing</li> <li>• Works constructively with Trades Union on complex issues</li> <li>• Demonstrate understanding of roles, responsibilities and legislative requirements of workforce planning and training.</li> </ul>	<p>people at all levels from customer to minister</p> <ul style="list-style-type: none"> <li>• Works with partners &amp; community groups to maximise use of resources to create beneficial outcomes and sustainable communities</li> <li>• Implements and uses systems to control complex operations and creates well defined performance management reporting systems</li> <li>• Seeks opportunities to celebrate great performance and make results known</li> <li>• Uses external challenge to drive organisational &amp; service improvement and productivity.</li> <li>• Applies multi-agency/multi-disciplinary/partnership working including private sector/third sector, where appropriate, within the Council framework to deliver outcomes.</li> <li>• Able to facilitate partnership working to develop and implement strategies that deliver improved outcomes for local citizens.</li> </ul>	<p>current and future corporate priorities, standards and deadlines</p> <ul style="list-style-type: none"> <li>• Creates well defined projects and programme management processes</li> <li>• Utilises budget profiling to maintain financial grip, achieve efficiencies, savings and benefits realisation</li> <li>• Develops a climate which values planning, takes account of risk, avoids crisis management and operates within the Council's legal &amp; ethical frameworks</li> <li>• Manages ambiguity and uncertainty and demonstrates commitment and tenacity</li> <li>• Starts with the outcome in mind. Ends by reviewing the actual against what was planned.</li> </ul>
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