



Chief Executive

Service	Reporting to	Location	Salary
Salford City Council	City Mayor	Civic Centre / hybrid	£181,011 - £196,982

About the role

- You will provide visible strategic and organisational leadership, actively and effectively promoting the Council's vision, values and priorities to partners, regional, national and local stakeholders, employees and residents.
- You will work in partnership with, and as principal advisor to the City Mayor, the Mayoral team and wider group of councillors to develop and deliver their vision for the city and ambitions for our communities.
- You will be an active partner within the Greater Manchester Combined Authority (GMCA), shaping the GM public service reform approach and taking the lead on specific portfolios as appropriate.
- You will develop strong, trusting and resilient relationships and partnerships with stakeholders at all levels in the public, private, community and voluntary sector.
- You will provide strategic system leadership across our partnerships within the city and the region across all public services.
- You will undertake the functions of the Head of Paid Service in accordance with Section 4 of the Local Government and Housing Act, 1989, including promoting the effective, economic and efficient deployment of the Council's resources.
- You will undertake the role of designated Place Lead for the Salford integrated care system with joint accountability to the CEO of NHS Greater Manchester, and manage the budgets and associated staffing in the Salford Locality Team.
- You will be the overall budget holder for the council and will be responsible for managing this and the council's ability to deliver its plans.
- You will ensure the efficient and innovative management of all resources - people, financial, digital, land, property and commercial to optimise the council's organisational capacity and effectiveness, including collaborating with others to deliver positive service outcomes and respond to changing needs.
- You will lead and develop a strong and integrated Corporate Management Team and provide clear accountability for the delivery of and monitoring of the council's plans.
- You will ensure that the council's governance arrangements are robust and effective.
- As the Returning Officer you will ensure the proper running of Local, Parliamentary and Mayoral elections on behalf of the Council.
- You will lead and achieve a people-centered, values based and inclusive organisational culture that promotes innovation and creativity, nurtures growth and focuses on developing and maximising potential to improve services.

- Through personal example, commitment and action you will continue to develop an inclusive, supportive and constructive environment where everyone is treated with dignity and respect and diversity is valued in the workplace, in service delivery and communications.
- You will be a visible leader and ambassador for the city promoting Salford as a place to live, work, invest, learn and play.

Key outcomes

- You will provide the leadership, vision, and strategic direction to deliver the city council's vision for creating a fairer, greener, healthier, and more inclusive Salford for all, and 'This is our Salford' Corporate Plan priorities.
- Develop a strong, trusted working relationship with the City Mayor to provide shared leadership for the delivery of the Mayoral priorities.
- Working in partnership with the City Mayor and Mayoral team, councillors the corporate management team, employees, and partners you will ensure that the council ambitions are converted into strategies and plans to deliver positive outcomes for our residents and communities.
- Lead on the delivery of the continued regeneration, economic development, and inward investment to the city.
- Represent and promote Salford's interests and act as an advocate for the council and the city within the city region and nationally.
- Develop and maintain the wider networks and partnerships the council needs to deliver its civic leadership role and, working with key anchor institutions, promote the economic, social, and environmental well-being of the city's residents and communities.
- As the Returning Officer you will successfully ensure the proper running of elections on behalf of the Council.
- Through our established approach to change continue to lead on organisational and service level transformation and design to ensure that the city maximises the use of its assets and resources to maintain and enhance service provision in the face of a challenging local government financial environment.
- Through the corporate leadership team and managers, co-ordinate the activities of the council and motivate our people to innovate and improve how we do things and achieve their full potential.
- Implement the "This is Our Salford" Corporate Plan framework leading the execution of the strategic plan to achieve the city's vision and goals.
- Champion our organisational values and behaviours fostering a culture that embodies our core values and expected behaviours.
- Promote Equality, Diversity, and Inclusion through advocating for and ensuring EDI principles are integrated at all levels. Actively challenge and improve inclusion measures within the workforce and service delivery, committing to a diverse workforce that reflects our communities.
- Achieve Strategic Outcomes driving the successful delivery of the objectives outlined in "The Salford Way" strategies.

- Deliver the outcomes agreed and specified with the CEO of NHS GM as part of the Place Lead role.

What we need from you

- Proven achievement of leadership success within a large complex organisation with comparable scope of social impact, resource, and accountability.
- Evidence of success in personally leading the development of external relationships and influential partnerships that have delivered tangible benefits and created a collaborative environment.
- Evidence of personally leading an organisational culture that models and embeds the practice of co-design and co-production and collaboration with people inside and outside the organisation.
- Experience of leading major change that challenges existing ways of working, and forms of service delivery providing better outcomes for citizens.
- Evidence of using strong option appraisal, analytical skills, and innovation to achieve organisational success in an environment of reducing financial resources.
- Demonstrable knowledge and insight into the current challenges and opportunities of the changing relationships between communities, public services, and local authorities.
- Politically astute with a thorough understanding of working within an elected mayor model of governance.
- Ability to operate sensitively in a political environment, developing relationships with all members gaining respect, trust, and confidence.
- Ability to provide effective strategic advice and support to the City Mayor on economic development and regeneration strategy with a primary focus on maximising inward investment and local economic growth.
- Ability to develop long term strategic thinking and bring new ideas, approaches and solutions.
- A skilled communicator who communicates with clarity, conviction and enthusiasm and can demonstrate integrity, create rapport and build trust and confidence to positively influence outcomes.
- Ability to translate complex ideas and information into meaningful and ‘user- friendly’ information; ‘tells the story’ to bring people along and ensure all audiences understand the key messages.
- Ability to develop strong relationships with senior leaders from a range of public and private sector organisations.
- Ability to provide visible and supportive leadership, empowering, enabling, motivating and developing the workforce and fostering a positive organisational culture.
- Personal and professional integrity and credibility establishes respect, trust and confidence.
- Demonstrate personal resilience and ability to thrive in challenging circumstances.
- To demonstrate personal leadership qualities – be inspirational, collaborative and creative in solution development; show ambition and drive for the city and its people; be people centered, and values based showing integrity, kindness and compassion for others.

- Model and demonstrate the City Council's values and leadership behaviours, creating a shared purpose and positive permission culture that enables people to thrive through development, involvement and well-being.

Our leadership behaviours

Our leadership behaviours are aligned to our values:

- **Leading Self** – making sure we are role modelling our values and invested in our own development, demonstrating integrity and authenticity.
- **Leading People** – where we create high performing teams, and a culture that is inclusive, open and where everyone has a voice.
- **Leading Salford** – setting the vision and purpose, and connection to the city, empowering others around you to ensure residents are at the heart of what we do.

Leading Self, through our values you will:

- Be confident in your ability to lead and making decisions, even in uncomfortable situations.
- Have self-control and self-respect, priding yourself on how you behave and stay calm under pressure.
- Take a selfless approach in the role you play as a leader and ambassador, serving the people of Salford.
- Pride yourself on being honest and showing integrity.
- Lead with passion and energy to motivate everyone around you.
- Be motivated and driven to overcome any limitations you may face.
- Be self-reflective and be your authentic self.
- Stay curious and always want to learn.
- Be empathetic and reflect and be conscious of your own biases and respect other people's perspective, building strong relationships, understanding how your own behaviours impact on others.
- Be flexible in your approach, build a trusting relationship with teams by getting to know them.
- Communicate effectively, and listen to understand.
- Coach and empower teams to find solutions, using a strength-based approach.
- Take accountability to ensure decisions are made impartially and fairly within the organisation.
- Prioritise key pieces of work that will have the most impact.
- Make yourself visible and approachable and personable.
- Be responsible for your own wellbeing, and an advocate for work-life balance.

Leading People, through our values you will:

- Lead by example and champion personal and professional development.
- Celebrate hard work and successes.
- Be ambitious and motivated, engaging with people in a positive and enthusiastic way, creating meaningful relationships.

- Work with other services and partners to deliver the best outcomes for our residents, bringing the 'Spirit of Salford' to life.
- Inspire people and share a clear vision and purpose that connects with people.
- Create an inclusive environment where everyone feels they belong, are treated fairly and have a voice.
- Manage performance fairly by focusing on results and outcomes, by setting clear direction and clarity.
- Be honest, even when it means challenging and having difficult conversations, and approach these with compassion and understanding, managing people's expectations
- Listen to people's views and bring them on the journey. Co production is just 'how we do things.'
- Take ownership, trying to get it right first time or learn from my mistakes.
- Get to know #TeamSalford and bring them together regularly.

Leading Salford, through our values you will:

- Take pride in delivering our service outcomes for the people of Salford, putting residents' needs before your own interest.
- Act and take decisions in an open and transparent manner. Not withholding information unless there is a lawful reason too.
- Think creatively and innovatively about our service and the future, promoting digital solutions.
- Look for opportunities to save money and generate income.
- Embrace a positive mindset when it comes to challenges and when communicating.
- Care about making a difference and see change as a positive for your organisation, encouraging people to generate new ideas.
- Encourage diversity and inclusion to represent the needs of our city.
- Understand our political context and how this supports our teams, services, and delivery for our residents.
- Believe in collaborating with colleagues and partners, working together across the organisation and the city.
- Horizon scan for risk and opportunities, embracing change and transformation, looking at the bigger picture and strategic vision.
- Think strategically about our service and business plans, managing resources and budget as if it were my own money.
- Use an evidence-based approach when problem solving to make decisions based on data and insight available.

Our organisation's values

We have four values: Pride, Passion, People, Personal responsibility.

[Our four values](#) are central to the way we communicate about the council and the way in which we behave with colleagues, customers, and partners - so that we live and breathe our values each day.

Our values



Pride

Passion

People

Personal responsibility

Application guidance

We are a values-based organisation so reflecting our values or a values-based approach in your evidence will support your application.

The different sections of this role profile are there to give you an understanding of the purpose of the role. The 'what we need from you' section outlines the minimum criteria you will need to meet within your application.