

Job Title: Assistant Director of Leisure and Culture

Reports to: Chief Executive

Grade: SM03/04 (£75684 to £86,598)

Position Summary:

We are seeking a dynamic strategic and entrepreneurial leader to join our senior management team as Assistant Director of Leisure and Culture. You should have a proven track record of first class service delivery, creating and sustaining partnerships, getting things done, senior leadership – including working with senior politicians and driving major change both within services and across an organisation. A background in leisure, sport, culture – especially in the public sector - would be an advantage.

Key Responsibilities:

- Drive strategic direction of the council's leisure and cultural provision, aligned with corporate objectives, financial targets and political and community priorities
- Provide executive-level leadership for a diverse portfolio including cultural venues, leisure centres, sports facilities, and outreach programs.
- Develop and implement commercial strategies to maximise income generation while maintaining public service values
- Lead service transformation initiatives to improve efficiency, customer experience, and digital innovation and do the same for parallel corporate initiatives
- Secure and manage an operational budget of approximately £9 million and key capital projects – including major venue redevelopments
- Build strategic partnerships with national funding bodies, commercial operators, community groups and key stakeholders
- Support the West Norfolk Health & Wellbeing Partnership to deliver its vision of improving the health and wellbeing of the communities of West Norfolk, through effective collaborative working with partners, service providers and the communities themselves.
- Support the Council's ambition of becoming a Marmot Place by ensuring that improving health equity is at the heart of decision making and working in partnership with our communities and partners to achieve this ambition.
- As an Assistant Director you will contribute to corporate decision-making as part of the Senior Leadership Team

- Present regularly to Council Cabinet and relevant committees on service performance and strategic initiatives – as well as public meetings, community groups and partners
- Lead, motivate and develop a multidisciplinary team of facility managers, program leads, and development officers
- Ensure robust governance, risk management, and regulatory compliance across all operations
- Have the managerial and leadership dexterity to manage other council services as required and as appropriate

Essential Qualifications:

- A relevant degree or equivalent
- Membership of a relevant professional body

Desirable Qualifications:

- Formal management qualification to level 5/equivalent

Essential Experience:

- Proven operational management experience in leisure / cultural facilities
- Demonstrable senior management experience in the leisure/cultural sector, with significant commercial exposure
- Proven track record of leading organisational transformation and change management
- Substantial experience in commercial operation of cultural or leisure facilities
- Track record of delivering major new programmes, projects and initiatives

Desirable Experience

- Strong understanding of local government finance and governance frameworks

Required Skills and Competencies:

- Strategic thinking and commercial acumen
- Outstanding leadership capabilities with experience managing senior teams

- Strong political awareness and ability to work effectively with elected members
- Excellent negotiation and stakeholder management skills
- Track record of successful partnership development and income generation
- Experience in capital project delivery and asset management
- Strong analytical skills and data-driven decision-making approach
- Track record of getting things done – especially within challenging environments

Key Deliverables:

- Develop and implement a commercial strategy for leisure and cultural services. One which delivers on financial targets but also meets customer needs – especially customers from less advantaged backgrounds
- Achieve agreed income targets and efficiency savings
- Increase participation rates across facilities and programs – especially amongst those groups who currently participate the least
- Deliver major capital improvement projects on time and budget
- Implement service transformation initiatives to improve customer experience
- Secure external funding and develop new revenue streams
- Create and sustain new partnerships which extend the reach of the council's leisure and cultural influence – including with complementary commercial and community providers

This is a politically restricted post under the Local Democracy, Economic Development and Construction Act 2009.