

Assistant Director of Corporate Strategy

Grade:	SMR B	Date:	July 2026
Post No.		Evaluation No.	LBN 918
Directorate:	Change & Improvement		
Reports to:	Director of Strategy, Policy & Communications		

Budget Responsibility	No. of Direct Reports
£1.36m	2

Overall Purpose of this Role

To lead the development, articulation and delivery of the Council's strategic direction, working closely with elected Members, the Corporate Management Team, senior leaders, staff, residents and partners to translate borough priorities into a clear, coherent and deliverable strategic framework.

To set, strengthen and embed the frameworks for corporate planning, performance and assurance, ensuring that priorities are supported by clear delivery plans, meaningful measures, timely reporting and effective governance to drive Best Value, continuous improvement and demonstrable impact for residents.

To champion inclusive, evidence-led and co-produced policy, strategy and insight, ensuring that resident voice, equality considerations, performance data and lived experience are used consistently to shape decisions, target resources and improve outcomes for Newham's communities.

To provide visible, confident and values-led leadership for the Strategy and Performance team and across the wider organisation, role modelling Newham's HEART values, building capability and accountability, and creating an inclusive, high-performing culture where staff are clear about purpose, supported to develop and focused on delivering excellent outcomes.

Key Responsibilities

Key responsibilities below are intended to be a guide to the range and level of work expected of the post holder. This is not an exhaustive list of all tasks that may fall to the post holder and employees will be expected to carry out such other reasonable duties which may be required from time to time

1	To lead development and implementation of Newham's Council Plan 2026-30, articulating clear priorities, borough vision and narrative, underpinned by a robust delivery plan which allows the council to track progress.
2	To build and embed organisational grip on performance and outcomes through a robust corporate performance framework and timely high-quality reporting, so performance and outcomes data supports delivery, drives improvement, provides assurance and enables early identification of issues.
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4	To lead the corporate strategy and policy function, so it supports organisational decision making and can flexibly respond to where teams require support and guidance on drawing up policies and strategies, using data and evidence, assessing equality impact and evaluating effectiveness, so council decisions, policies and strategies are grounded in resident experience, data led and focussed on measurable impact. This also includes responsibility for the design and delivery, with HR, and other services of the annual staff survey and bi-annual resident's survey.
5	To incubate and coordinate the council's work on any new or emerging priorities, working closely with finance and other teams as needed to ensure the organisation has a credible and timely plan, so work can be mainstreamed into relevant teams
6	To lead a high performing inclusive Strategy and Performance team, where staff feel valued, have clear roles and responsibilities and stretching objectives, as well as access to development opportunities. To visible corporate leadership for the Strategy, Policy and Communications Division and as a member of the Senior Leadership Forum
7	To ensure the Council's approach to strategy, service quality, performance, resource management, leadership and culture is translated into practical corporate frameworks, guidance and assurance activity, supporting senior leaders to make

well-informed decisions, strengthen accountability and deliver measurable improvements for residents.

Areas of Knowledge and Understanding Required from Senior Managers

Strategy

Effective strategy formulation is crucial for achieving organisational goals and ensuring long-term success. It involves setting clear objectives, analysing internal and external environments, and developing actionable plans to navigate challenges and seize opportunities. A well-defined strategy aligns the organisation's resources and efforts towards a common vision, fostering coherence and direction across all levels. By continuously monitoring and adjusting the strategy in response to changing circumstances, organisations can maintain their competitive edge and drive sustainable growth.

Service Quality

Service quality is the cornerstone of customer satisfaction and loyalty. It encompasses the consistent delivery of reliable, responsive, and empathetic services that meet or exceed customer expectations. High service quality is achieved through well-trained staff, efficient processes, and a customer-centric culture. By actively seeking feedback and continuously improving service delivery, organisations can build strong relationships with their customers, enhance their reputation, and differentiate themselves in the marketplace.

Performance

Performance management is essential for maximising organisational efficiency and effectiveness. It involves setting performance standards, monitoring progress, and providing feedback to ensure that employees and teams are meeting their objectives. By fostering a culture of accountability and continuous improvement, performance management helps identify areas for development and recognise achievements. This process not only enhances individual and team performance but also contributes to the overall success of the organisation.

Resource Management

Resource management is the strategic allocation and utilisation of an organisation's assets, including human, financial, and physical resources. Effective resource management ensures that resources are used efficiently and effectively to achieve organisational goals. This involves planning, monitoring, and controlling resources to avoid waste and maximise value. By optimising resource allocation, organisations can improve productivity, reduce costs, and enhance their ability to respond to changing demands and opportunities.

Leadership and Culture

Leadership and culture are fundamental to shaping an organisation's identity and driving its success. Effective leadership inspires and motivates employees, fosters innovation, and guides the organisation through change. A positive organisational culture, characterised by shared values, trust, and collaboration, enhances employee engagement and performance. By cultivating strong leadership and a supportive culture, organisations can create an environment where employees thrive, and collective goals are achieved.

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Key Statements – Working for Newham Council

People at the Heart of Everything We Do

You must be committed to putting people – Newham residents and Council staff – at the heart of everything you do. Our approach is a collaborative joint enterprise between residents, the Mayor, Members, Council staff and the Corporate Management Team.

Equality and Diversity

We are committed to and champion equality and diversity in all aspects of employment with the London Borough of Newham. All employees are expected to understand and promote our Equality and Diversity policy in the course of their work.

Protecting our Staff and Services

Adherence to health and safety requirements and proper risk management is required from all employees in so far as is relevant to their role. All employees are expected to understand and promote good health and safety practices and manage risks appropriately.

Corporate Parent

Every member of staff working for Newham Council should understand and fulfil our corporate parenting responsibilities for our looked after children that we have under the Children and Social Work Act 2017.

H.E.A.R.T Values

All employees should familiarise themselves with and fully embrace our HEART values. These core values and behaviours of Honesty, Equality, Ambition, Respect and Together belong to everyone at the council and we all have a responsibility to practise them and make sure they are visible in everything we do.

Personal Specification

IMPORTANT INFORMATION FOR APPLICANTS

The criteria listed in this Person Specification are all essential to the job. Where the Method of Assessment is stated to be the Application Form, your application needs to demonstrate clearly and concisely how you meet each of the criteria, even if other methods of assessment are also shown. If you do not address these criteria fully, or if we do not consider that you meet them, you will not be shortlisted. Please give specific examples wherever possible.

Person Specification Requirements	Assessment Method (A/I/T)
Qualification Requirement	
Degree level qualification or equivalent qualification and /or knowledge and experience.	Application
Knowledge and Experience	
Extensive experience in leading corporate strategy, policy development and cross-cutting initiatives within a complex public sector environment. Proven track record of delivering organisational transformation and service improvement through strategic planning and performance management. Strong understanding of local government operations, governance and the political landscape, with experience of working with elected members, senior officers and external partners to shape and deliver priorities.	Application / Interview
Skills	
Exceptional strategic thinking and analytical skills, with the ability to translate complex data and insight into actionable strategies and plans. Ability to drive innovation, challenge the status quo, and foster a culture of continuous improvement. Excellent communication and influencing skills, with the ability to bring clarity and impetus to complex and sensitive issues, foster collaborative working with purpose for impact, and engage effectively with diverse stakeholders including residents, partners, and government bodies.	Application / Interview
Values and Behaviour	
Commitment to public service values and delivering positive outcomes for residents, championing equality, diversity, and inclusion in both service delivery and workforce culture. A supportive, collaborative and coaching leadership style, that inspires and helps build high performing teams. Resilience, adaptability, and a proactive approach to problem-solving.	Application / Interview
Additional Requirements	
You will be expected to be in the office at least 3 days a week or more if business requires it. You will be required to work flexibly including occasionally attending out of hours' meetings.	

DBS	No
Politically Restricted Post	No