

Role profile

Job Title:	Parks Development Manager	Grade:	15
Department:	Leisure	Post no.:	
Directorate:	Economy & Sustainability	Location:	Perceval House and any location in the borough

Role reports to:	Head of Parks & Open Spaces
Direct reports:	2 x Senior Landscape Architects, 2 x Landscape Architects, 1 x Senior Ranger and Ecologist
Indirect reports:	None

Job description

Recruitment practices to safeguard and promote the welfare of children and/or vulnerable adults apply to this post in addition to the requirement to obtain a Disclosure and Barring Service (DBS) check.

Purpose of role

- To provide leadership and strategic direction to the parks improvement team to ensure the delivery of the council's objectives, as defined in agreed service plans in accordance with statutory requirements, national standards and all council standards and procedures.
- To deliver effective parks development service that has a significant positive impact to the community ensuring close co-ordination with related services, in support of a customer focused organisation.
- To analyse, interpret and present a range of parks, open space, planning, nature conservation, allotments information and data in support of parks and open space policy formulation; and to inform and advise the Assistant Director of Leisure of its possible implications, opportunities and outcomes.
- To be directly responsible for managing all parks improvement resources, including gross income targets up to £350k, gross revenue budgets of up to £1.5m and capital budgets in the region of £2million.
- To manage communications to and from the parks service with customer services and other departments ensuring public enquiries are effectively dealt with through a variety of media in accordance with council procedures.

Key Accountabilities:

1. Lead continuous improvement and change for the service through performance management by defining performance objectives, measurement, reporting and timely, corrective action for in-house and contracted services.
2. Produce service and team plans aligned to corporate priorities and propose action plans to achieve strategies, creating a performance culture within the team.
3. Manage and contribute to managing capital (in the region of £2m) and revenue budgets (gross spend up to £1.5m, gross income up to £350k and externally funded projects totalling up to £3m), including zero-based budgeting, robust and transparent monitoring, forecasting, corrective action, reporting and producing budget revisions and reductions.
4. Identify prioritised parks service improvement and investment programmes in order to deliver efficiency savings and a return on investment. Secure external funding to meet objectives and improve services including sponsorship and grant funding.
5. To support the development of service delivery to meet the needs of the borough's community and contributing to the development of Council strategies including the Biodiversity Action Plan and the Green Infrastructure and Open Spaces Strategy.
6. To work in partnership with a range of public, private and voluntary organisations to demonstrably improve the offer and performance of Ealing's parks and open spaces.
7. To provide strategic support to the Parks Service to ensure the delivery of the council's objectives, as defined in agreed Service Plans, in accordance with statutory requirements, national standards and all Council standards and procedures.
8. In conjunction with the Head of Parks and Open Spaces to lead on improvement planning and design of the borough's park infrastructure.
9. To lead on the management, maintenance and enhancement of the borough's parks assets.

10. To work with the Sports Development Manager to deliver the Council's Outdoor Sports Facility Strategy.
11. To effectively manage the team of landscape architects to demonstrably improve the offer and performance of Ealing's parks and open spaces in accordance with Council strategy.
12. To respond to planning enquiries that have an impact on the borough's green infrastructure and to maximize opportunities to improve these spaces through the promotion of s106 and CIL contributions.
13. Develop, lead and manage approved projects including the development of project and business plans, resource plans, milestones, tasks and the management of risks.
14. Lead and manage seamless partnerships with internal and external partners and co-ordinate the section's activities with other council departments, government agencies and voluntary bodies to meet cross-boundary objectives.
15. Manage the tendering, evaluation, award, operation and monitoring of contracts in accordance with the council's contract procedure rules and EU regulations.
16. Lead two way and proactive communication to, from and within sections, including team briefings, meetings, team building days etc, using a variety of media and approaches, creating an open and honest work environment.
17. Lead on all aspects of staff management for the section including recruitment, induction, appraisals and management of poor performance, maintaining an organisational culture that inspires, guides and counsels' managers.
18. Lead the learning and development of staff, including personal development plans.
19. Undertake consultation exercises and provision of information to service users/non-users, elected members, private and voluntary organisations in order to ensure the effectiveness of services, and lead to service improvement and improved customer satisfaction.
20. Ensure that all customer contacts are responded to and dealt with within defined standards and that satisfactory conclusions are reached.

21. Advise and support elected members in dealing with resident enquiries and complaints through correspondence and ward forums and provide regular briefings on park development and service provision.
22. Write and present Scrutiny and Cabinet reports relating to the work of the Parks Service.
23. Secure external funding to meet objectives and improve services, including sponsorship.
24. Co-ordinate further improvements in service provision to services for users /non-users, to achieve a high-quality customer service and improved satisfaction levels for these customers.
25. Ensure all management processes comply with the council's terms and conditions of service including health and safety and equality and diversity policies.
26. Ensure services are compliant with all legislation and licences relevant to parks and open spaces, cemeteries, trees, allotments, zoos and events.
27. Manage personal workload, changing priorities and personal objectives.
28. Cover for the Head of Parks and Open Spaces as required.

Specific to this job

29. Advise from a park's perspective on the issuing of new lease arrangements and rent subsidy decisions with existing and future leaseholders.
30. Liaise with other services and agencies to deal with crime in parks and promote safe use, to improve the feeling of safety for park users and manage enforcement.
31. Jointly co-ordinate the positive environmental impact of the parks service, including the improvement of the nature conservation value of parks and sustainability of operations.
32. Maintain and develop the Council's Biodiversity Action Plan.
33. Develop, lead and manage the Council's community engagement in relation to parks and open spaces, including Friend's Groups, Town Forums and other community groups and associations.

Key performance indicators

- Achievement of the Park Service Business Plan
- Customer satisfaction target measures and the achievement of customer response deadlines
- Relevant national and local indicators
- Achievement of the revenue and capital budget targets and programmes

Key relationships (internal and external)

- Heads of Service
- Portfolio holder, opposition/leader's office, members
- Strategic partners
- Suppliers
- Parks for London
- Voluntary/community groups

Authority level

People

- Chair team meetings, attend leisure management meetings, parks management meetings and park operations and projects board.

Policy

- Input into business plan and jointly produce service plan
- Significant input into the parks and Green Infrastructure and Open Spaces Strategy and associated policies including the Local Plan
- Significant input into external partner and other departments strategies

Budget

- Gross income targets of up to £350k
- Gross revenue budgets of £1.5m
- Gross capital budget in the region of £3m
- Sign off level of authority £15,000

Additional Requirements

- Any other duties appropriate to the post and grade

Person specification

Community and partnership working are essential for all roles as are a commitment to Equality, Diversity and Inclusion and ensuring Health and Safety at Work for everyone working at Ealing Council.

Recruitment practices to safeguard and promote the welfare of children and/or vulnerable adults apply to this post in addition to the requirement to obtain a Disclosure and Barring Service (DBS) check.

Essential knowledge, skills and abilities

1. Understanding and use of a parks and leisure performance management system covering a specific service, ideally subject to external scrutiny
2. Understanding of service and people target setting at both an operational and strategic level to deliver parks service improvements year on year
3. Knowledge and use of parks development, works management and project management systems to measure work progress in both output and cost control terms
4. Knowledge and experience of working in partnership with other services including external bodies such as voluntary groups and other public services to deliver effective parks services
5. Knowledge and past application experience of the democratic process and the ability to create effective working relationships with councillors, to drive and prioritise service delivery and improvements.
6. Wide knowledge and experience of the role that parks and open spaces play in the community and an understanding of their economic impact on public space
7. Wide knowledge and experience of the application of legislation relevant to organisational management such as the health and safety at work act and legislation relevant to cemeteries, allotments, trees, zoos, parks and open spaces e.g. Clean Neighbourhoods and Environment Act
8. Proven communication skills with the ability to present to a diverse range of internal and external audiences using a variety of media and approaches
9. Demonstrable effective use of a variety of ICT to retrieve information, monitor and evaluate business and individual performance and any application specific to the area, e.g. MS Office (Word, Excel and PowerPoint) and e-mail systems
10. Knowledge and skills of managing and motivating staff including recruitment, induction, objective setting, coaching, performance reviews and timely intervention of poor performance
11. Knowledge of budget management techniques including zero based budgeting and the ability to co-ordinate robust budgetary management for the service area, including forecasting, corrective action, delivering efficiencies and the production of business cases/ ROI
12. Demonstrable experience of team working, partnership building skills and the ability to work on own initiative

13. A successful track record of managing and as a manager in a parks and open space service – organisation, working within a similar service. Influencing multiple teams to deliver diverse and effective parks service improvement
14. Evidence of business analysis skills, including the use of customer focused non-financial performance indicators, in an parks and open spaces organisation of comparable complexity
15. A track record as a manager in an organisation in a culturally diverse environment

Essential qualification(s) and experience

- An appropriate and related professional/management qualification
- An appropriate degree qualification

Values and behaviours

Improved life for residents	Trustworthy	Collaborative	Innovative	Accountable
<ul style="list-style-type: none"> • Is passionate about making Ealing a better place • Can see and appreciate things from a resident point of view • Understands what people want and need • Encourages change to tackle underlying causes or issues 	<ul style="list-style-type: none"> • Does what they say they will do on time • Is open and honest • Treats all people fairly 	<ul style="list-style-type: none"> • Ambitious and confident in leading partnerships • Offers to share knowledge and ideas • Challenges constructively and respectfully listens to feedback • Overcomes barriers to develop our outcomes for residents 	<ul style="list-style-type: none"> • Tries out ways to do things better, faster and for less cost • Brings in ideas from outside to improve performance • Takes calculated risks to improve outcomes • Learns from mistakes and failures 	<ul style="list-style-type: none"> • Encourages all stakeholders to participate in decision making • Makes things happen • Acts on feedback to improve performance • Works to high standards