

JOB PROFILE

Job Title: Director – Place

Post No:

Job Purpose

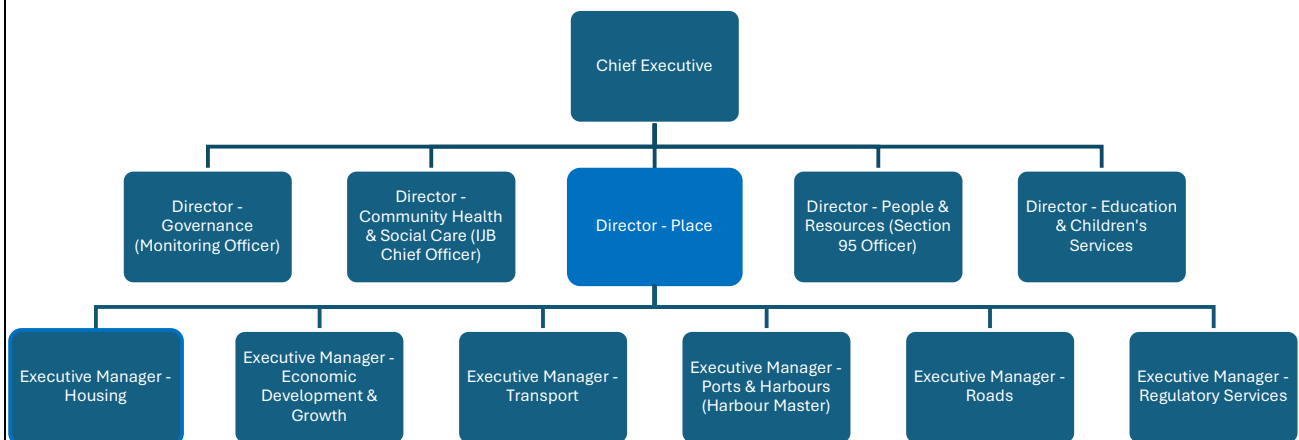
As a member of the Council's Corporate Management Team, the Director will contribute to setting and delivering the Council's strategic priorities, ensuring high-quality, sustainable and responsive services for the people of Shetland.

The Director will provide visible, values-led leadership, role modelling the Council's behavioural competencies and embedding a culture of accountability, collaboration, continuous improvement and responsible use of resources.

The Director will lead a team to ensure the effective delivery and development of the Council's Economic Development and Growth; Housing; Transport; Ports & Harbours (Harbour Master); Roads; and Regulatory Services.

Working with the Chief Executive and senior leaders, the Director will support a One Council approach, ensuring services are joined-up, efficient and focused on delivering the best possible outcomes for residents and communities.

Reports to: The Chief Executive



Key External Contacts:

- Trade Unions
- Community Planning Partners
- COSLA,
- Scottish Government
- MPs and MSPs
- Scottish Local Authorities' Economic Development Group

Key Accountabilities

Strategic Leadership & Governance

- Work with Elected Members and the Corporate Management Team to set and deliver strategic priorities
- Represent the Council locally and nationally, acting as an ambassador for Shetland
- Ensure effective governance, risk management and compliance with statutory obligations
- Uphold the **Nolan Principles of Public Life** in all aspects of leadership
- Provide clear, balanced and professional advice to support decision-making

Delivering Excellent Service

- Provide strategic leadership to ensure services are high quality, accessible, sustainable and responsive to the needs of residents and communities
- Ensure service delivery is aligned to Council priorities and delivers Best Value
- Lead innovation, digital development and service redesign to improve outcomes and efficiency
- Embed a strong performance culture, ensuring clear standards, monitoring and continuous improvement

Taking the Lead

- Provide clear strategic direction and leadership to senior managers and teams
- Empower, support and develop staff, creating opportunities for them to succeed
- Build an inclusive, high-performing culture where people feel valued and supported
- Address performance issues constructively and in a timely way
- Role model the Council's values and behaviours consistently

Taking Personal Responsibility

- Demonstrate visible accountability for directorate performance, outcomes and decision-making
- Act with integrity, professionalism and sound judgement in all aspects of the role
- Take responsibility for addressing issues, risks and underperformance promptly and effectively
- Promote a culture of reflection, learning and continuous improvement

Working Well Together

- Foster strong, respectful and collaborative relationships across services, partners and communities
- Promote a One Council approach, breaking down silos and supporting joined-up working
- Encourage constructive challenge, open dialogue and inclusive decision-making
- Support early resolution of issues, including the use of mediation where appropriate

Communication & Partnerships

- Build and maintain effective partnerships with communities, stakeholders and national bodies
- Promote collaborative approaches to service delivery and improvement
- Identify and maximise opportunities for innovation and shared services
- Communicate clearly and transparently to build trust and engagement

Embracing Change and Improvement

- Lead and deliver organisational change and service transformation
- Promote innovation and create an environment where new ideas are encouraged and tested
- Engage staff and stakeholders in shaping and implementing improvements
- Anticipate and manage barriers to change, supporting people through transition
- Monitor and evaluate the impact of change to ensure improved outcomes

Using Resources Responsibly

- Ensure effective planning, allocation and management of financial, people and physical resources
- Maintain strong governance, financial control and accountability
- Drive efficiency, value for money and sustainable use of resources
- Ensure compliance with statutory, regulatory and policy requirements
- Promote responsible use of public resources across the directorate
- Use data and insight to inform decision-making and service improvement
- Promote digital solutions to enhance efficiency and service delivery
- Ensure the Information Management Strategy and improvement targets are fully implemented
- Ensure that information management risks are managed in accordance with policy and practice

Managing and Developing People

- Ensure effective workforce planning and capacity management
- Actively role model and embed the Council's behavioural competencies
- Create a positive, inclusive culture where diversity is valued
- Support learning, development and succession planning
- Enable high performance through clear expectations, support and accountability

Other duties

- Lead, promote and drive delivery of corporate themes and associated strategic projects as allocated by the Chief Executive.
- Provide support to the Chief Executive and Depute Chief Executive in relation to issues arising in the Place directorate

Key Accountabilities – Role Specific

- Lead the development of policies and strategic plans to support economic development and growth
- Lead on the development and delivery of the Future Energy Strategy
- Ensure the discharge of Council functions for Planning and development
- Ensure the planning of housing development and policies for housing allocation
- Ensure the development and delivery of the transport plan and effective collaboration with transport partners and providers
- Ensure the delivery of appropriate policies and operations in road, ferry and air transport and work closely with relevant transport partners;
- Ensure the effective and safe operation of the Port of Sullom Voe and other harbours;
- Ensure the development of policies and plans for the management of the roads network; this will include the maintenance and upgrading of roads, footpaths, street lighting and related infrastructure, traffic management and winter maintenance service;
- Ensure effective and sustainable delivery of the Active Travel Strategy
- Ensure an efficient and effective maintenance programme of all ports and ferry terminals;
- Ensure the development and delivery of appropriate policies and practices in Environmental Health and Trading Standards to enable the Council to meet its statutory requirements.
- Ensure the delivery of Archaeology services

PERSON SPECIFICATION

Post Title: Director – Place

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This person specification describes the attributes and values of a suitable candidate for our role. Through the recruitment and selection process we shall be looking for evidence that you possess the essential attributes and understand, share and can demonstrate our values.

Our Values

In Shetland Islands Council, **excellent service** is at the heart of everything we do. We provide **excellent service** by **taking personal responsibility** and **working well together**. We demonstrate this by;

1. Providing an excellent level of service, by making sure we understand, meet and manage our service users' needs.
2. Having a positive attitude and taking our responsibilities as employees of the council seriously. Working in an open and honest way, reflecting on our performance and looking for opportunities to improve and develop.
3. Demonstrating a positive attitude by being open-minded, fair, respectful, trustworthy and honest.

Please also refer to **A Practical Guide to Our Ways of Working** which is attached and provides more information on Shetland Islands Council's competencies.

For more detailed information on the Council's values, please visit the Shetland Islands Council website and search for 'Our Values'.

Post specific attributes;

	ESSENTIAL	DESIRABLE
<u>Personal</u>		
<u>Features/Qualities</u>	Strategic thinker	Demonstrates enthusiasm and commitment
	Demonstrates effective leadership	
	Outcome focussed	
	Ability to influence	
	Demonstrates political awareness	
	Self-motivated and self-disciplined	

Ability to work under pressure
and deliver priorities

Proven track record of
achievement

Customer focussed

A good ambassador for
Shetland

Solves problems to deliver
outcomes

Demonstrates commitment to
the development and
engagement of employees

Relevant Experience

Significant experience in
senior public sector
management

Experience of leading and
delivering change

Proven track record of
achievement

Project Management

Communicating with the media

Experience of Inspection
processes

Experience of working in a
multi-disciplinary environment

Experience of working in a
political environment

Education/ Training

Relevant degree and/or
Professional Qualification

Senior management
development and training

Recognised management
qualification

Skills/Abilities/
Knowledge

Demonstrates ability to make
best use of all resources

Effective in partnership and
collaborative working

Confident and professional
presentation skills

Ability to lead, motivate and
manage a team

Media Skills

Demonstrates initiative and
innovation

Demonstrates knowledge and
awareness of current national
developments, legislation and
industry best practice

Understanding of local government and the decision making process

Demonstrates knowledge and awareness of the Shetland context

Confident, clear communicator

Possession of a full driving licence or the ability to travel throughout Shetland at short notice where public transport is limited

Additional Information

Politically Restricted Post This post is designated under the terms of the Local Democracy, Economic Development and Construction Act 2009, and the postholder is restricted as to the undertaking of political activity.

Allowances: Distant Islands Allowance

Evaluated Grade: TBC

Date of Evaluation: 01/05/2026

Category: Leadership

PVG Membership: -

Disclosure Check: -

Pre-Employment Medical Questionnaire: -

Date of Last Amendment: 01/05/2026