

JOB PROFILE

Post No.**Post Title:** Assistant Director - Leisure and Wellbeing**Unit/Team:** Place Directorate**Grade:** Assistant Director**Service:** Leisure and Wellbeing**Reports to:** Strategic Director - Place**Issue Date:** January 2026

PURPOSE OF THE JOB

As well as contributing to the corporate management of the Council and the Place Directorate, the purpose of the job is to take the lead role in ensuring the managed services are available to deliver the Corporate Strategy in a way which meets both customer needs and value for money criteria and thought compliant means.

Through services which the Council either delivers or procures, this postholder will work across organisational boundaries to ensure that our communities benefit from sustainable services which improve wellbeing and deliver outcomes that make a genuine difference. This will also include working with Councillors to advocate across partners for services which improve outcomes for the Borough's residents.

The Assistant Director will provide dynamic leadership to teams within:

- Arts, Heritage and Visitor Services
- Benn Hall
- Sport and Recreation
- Parks and Open Spaces

The teams managed by this post may be changed from time to time.

1. ESSENTIAL FUNCTIONS AND RESPONSIBILITIES

- 1.1 To deliver efficient, high-quality, value for money and customer focussed services, which are continually reviewed against best practice and meet the health and wellbeing needs of Rugby's residents.
- 1.2 To adopt a commercial approach and ensure optimal service delivery models, to deliver the Council's objectives.
- 1.3 To significantly contribute to the development of the Council's transformation programme which will support the delivery of the medium-term financial plan.

- 1.4 Provide high quality performance information and advice to the Council's Leadership Team, Council and democratic bodies, officers and councillors.
- 1.5 To ensure that relevant strategies and action plans are fit for purpose and contribute to the delivery of the Corporate Strategy, considering the views of stakeholders.
- 1.6 To work with partners on common objectives, maximising opportunities and delivering localised interventions which meet identified need.
- 1.7 To ensure a cross-cutting approach for all relevant services areas, thus significantly contributing to wider priorities such as economic prosperity and climate change and lead on developing and delivering associated actions.
- 1.8 To be responsible for the client function, contract management and proper maintenance of the Queen's Diamond Jubilee Leisure Centre.
- 1.9 To ensure that Council assets, such as parks and open spaces or arts and heritage facilities, are well managed and are fully utilised to support the Council's priorities.
- 1.10 To ensure compliance with and provide advice on all relevant requirements and regulations.
- 1.11 Represent the Council at Member meetings and Officer/Member working groups.
- 1.12 Accountable for financial performance, budgets, assets and data of managed services.

2. OTHER DUTIES AND RESPONSIBILITIES

To actively support the Strategic Director (Place) and Chief Executive in:

- 2.1 Ensuring that the corporate objectives of the Council are delivered as planned, including demonstrating value for money and consistently driving efficiencies as appropriate.
- 2.2 Identifying corporate and other cross service issues affecting the Council's activities and/or objectives and taking a lead responsibility for authority-wide initiatives as required.
- 2.3 Promoting and effectively participating in multi- disciplinary working involving a range of internal and/or external contacts in order to address or develop specific corporate issues.
- 2.4 To work with members to assist in their understanding and engagement of services and to provide them with appropriate support and advice in their roles as community leaders.
- 2.5 Formulating, reviewing, and developing corporate strategies and policies that reflect the objectives of the Council.
- 2.6 Ensuring health and safety is prioritised within the services managed and contributing to the Council's overall aim of delivering health and safety excellence.

To demonstrate commitment, vision, and leadership at a corporate level by:

- 2.7 Contributing significantly to transformational change across the Council and encouraging and supporting innovation in line with the Corporate Strategy.
- 2.8 Role modelling through own behaviours and actions a coaching and empowering approach to leadership to ensure the council is driven by a truly customer-focussed culture.
- 2.9 Supporting the ongoing development and promotion of a positive corporate culture and “one-council” approach which reflects our values.
- 2.10 Contributing to the development and implementation of a workforce development strategy aligned to the 21st century public servant.
- 2.11 Managing and developing employees and ensuring that they are consulted, empowered, valued and motivated.
- 2.12 Acting as an ambassador of the Council through promoting its vision for the Borough, acting in line with its values and building a positive corporate reputation in a range of external environments.
- 2.13 Ensuring that the principles of equality of opportunity are fully integrated and actively pursued within all areas of the Council's service provision and employment policies, practices, and procedures.
- 2.14 Initiating and developing links and partnerships with other local authorities, regional and national bodies, and other private/public/voluntary sector organisations as appropriate to achieve the Council's objectives.
- 2.15 All members of the Leadership Team are expected to take a share of statutory, legal, and corporate responsibilities. They may be required to undertake roles such as: Emergency Planning, Asbestos Duty Holder, Responsible Person for Legionella, and provide cover out of hours as required.
- 2.16 Any other reasonable duties as requested by your manager, consistent with the general level of responsibility of the post.

3. CORPORATE RESPONSIBILITIES

All staff are expected to act within the Council's rules. These are contained within: The Council's Standing Orders, Employment Policies, Constitution and Code of Conduct for Employees. Other documents may be introduced at times setting out rules of the Council. These will cover responsibilities and requirements for the following:

- Financial Accounting
- People Policies
- Equality and Diversity
- Health and Safety
- Risk Management
- Anti- Fraud
- Data Quality and Data Protection

Business Continuity
Major Emergency Plan
Procurement and Contract Management
Safeguarding of Children and Vulnerable Adults

Copies of the relevant rules and policy are available on the staff intranet or from your manager.

In addition, all employees are expected to behave in line with our Values and Behaviours and challenge other employees whose behaviour is against our values.

4. KNOWLEDGE, SKILLS, EXPERIENCE AND QUALIFICATIONS

Refer to Person Specification attached.

Signed as agreed:

Postholder

Date

PERSON SPECIFICATION

Assistant Director – Leisure and Wellbeing



For effective performance of the duties of the post the postholder will be able to demonstrate that they have the skills and/or knowledge detailed in 'Essential Criteria'.

Criteria	Essential/ Desirable	Method of Assessment
Significant understanding and a successful track record of achievement in relevant service areas.	E	A/I
A degree or other relevant qualification, with evidence of further learning, such as membership of a professional body with evidence of continuing professional development.	E	D
Experience in leading complex services, including managing change and improving customer experience.	E	A/I/T
An ability to maintain a focus on strategic and long term issues by developing and driving a vision/strategic view and an awareness of organisational capacity to deliver effective results.	E	A/I
First class people management skills including a track record of developing and nurturing talent.	E	A/I
An ability to innovate and lead in the transformation of service delivery. To include project management of cross-team initiatives.	E	A/I
Proven commercial acumen and able to learn from best practice to implement new service delivery models and generate income.	E	A/I
Able to communicate effectively and appropriately to meet the needs of different audiences.	E	A/I/T
Able to forge effective, professional working relationships with other council departments and external partners.	E	A/I
Demonstrable understanding of equality of opportunity in both service delivery and employment.	E	A/I
A commitment to work within our CAN DO values and embed these in the culture of the workforce.	E	A, I
Excellent written skills to formulate reports, policies and other documentation on complex issues	E	A/T
Knowledge of the particular challenges facing Rugby in relation to the relevant service areas	D	I
A proven record of working effectively within a political environment, providing clear, balanced advice and guidance	D	I
To exert influence upon and successfully negotiate with others within complex and sometimes competing environments	E	A/I

Application	A
Interview	I
Test (written, presentation, practical – eg word processing)	T
References	R
Documentary – eg certificates	D