

# Head of Innovation & Transformation

## Recruitment Pack



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# Welcome from the Leader and Chief Executive

## Dear Prospective Candidate

Thank you for expressing an interest in our senior management vacancy. Owing to the retirement of the current postholder, we are seeking candidates for the post of Head of Innovation and Transformation. This is an exceptional career opportunity to lead the Council's strategic innovation and transformation ambitions at a time when the challenges facing local government remain significant.

We're looking for a visionary and collaborative leader with a strong track record in driving organisational change, supporting service modernisation, and championing customer focused, digitally enabled ways of working. With experience in delivering major transformation programmes, influencing cultural change, and using technology and data, you'll bring evidence of the changes you've made to improve outcomes for residents and strengthen service delivery.

Reshaping how Council services are delivered is essential to meet the needs of our communities both now and in the future. You will play a pivotal role in leading our transformation agenda, working closely with other Heads of Service to redesign and modernise services and ensure robust strategic oversight of change activity across the organisation.

You'll be supported by a talented team, leading our IT and Digital Transformation Service and Corporate Modernisation Team, ensuring the Council has secure, resilient and future focused digital infrastructure that supports high quality customer experiences.

Your remit will include the development of the Corporate IT Strategy, horizon scanning emerging technologies, improving digital channels, supporting the delivery of our Resilience Programme, and ensuring residents can access services easily, consistently and in ways that meet their needs. As a senior leader, you will be expected to model inclusive, collaborative and outcomes focused leadership behaviours, helping to embed a culture of continuous improvement, innovation, equity and inclusion across the Authority.

We pride ourselves on being an excellent employer with a strong team culture. Our values - caring about what we do, being fair, innovative, and great team players - guide everything we do. We continue to modernise, seek new opportunities, and respond proactively to the challenges we face. Our experienced leadership team, strong financial management, respected governance arrangements and excellent support services place us on a firm foundation for the next phase of our transformation journey.

We are a bilingual authority with immense pride in our Welsh heritage, supported by a fantastic Welsh language learning and translation offer. We are seeking a senior leader who will thrive within a culture focussed on inclusion, inspiring teams, and driving forward meaningful, people-focused change.

We hope you are as enthusiastic about this opportunity as we are, and we look forward to receiving your application.

Yours



Cllr Julie Fallon  
Leader



Rhun ap Iarheit  
Chief Executive

# About Conwy County

Conwy County Borough is centrally located in North Wales. The County Borough has an area of 113,000 hectares and a population of 114,000 residents. About 38% of its area and 4% of its population are within the Eryri National Park (Snowdonia).

Conwy County Borough is an area of outstanding landscape ranging from extensive sandy beaches and headlands to sheltered valleys, open moors and rugged mountains. Not surprisingly, its economy relies heavily upon tourism. Rural areas and their communities are dependent on agricultural and forestry activities, even though these sectors do not provide a high level of direct employment.

The narrow coastal belt contains about 90% of the County Borough's population with Llandudno and Colwyn Bay as the two main settlements in terms of population numbers. Rural Conwy is an attractive, mainly agricultural area with limited alternative employment and few development pressures. Its population is widely dispersed and is predominantly Welsh speaking. The main settlement in terms of population numbers is the market town of Llanrwst.

## Key Strategic Towns

Key strategic towns for Conwy County Borough include:

- **Llandudno** - a major holiday resort and also a regional shopping and cultural centre attracting millions of visitors each year
- **Colwyn Bay** - a regeneration priority for Conwy County Borough Council and the Welsh Government. Colwyn Bay has received significant investment
- **Llandudno Junction** - a key strategic hub in North Wales, connecting the North East and North West and also acts as a retail, service and employment centre for a large hinterland. Llandudno Junction is also home of the Welsh Government's main offices in North Wales
- **Llanrwst** - a key market town and service centre situated in the Conwy Valley, supporting the sustainability of rural communities
- **Abergele** - a former market town and focus of regeneration situated to the east of the county
- **Conwy** - a significant historic walled market town, Conwy is a key economic, social, and cultural hub in North Wales. Its medieval architecture, highlighted by the UNESCO World Heritage Site Conwy Castle, attracts global tourism, bolstering the local economy. The town is perfectly positioned to leverage regional economic opportunities in manufacturing, energy, and digital sectors, and serves as a vibrant centre for commerce and community events.

## Main Transport Routes

The principal means of access to, from and within Conwy County Borough are the A55 coast road (Euroroute E22), the parallel railway from Manchester and London to Holyhead, and the A5 road to the south. The A470 provides a north-south road link which is paralleled by a railway linking Llandudno Junction to Blaenau Ffestiniog.



## Our Vision and Values

### Cyngor Bwrdeistref Sirol Conwy Conwy County Borough Council

#### Ein Gweledigaeth

Conwy - Sir flaengar sy'n creu cyfleoedd

#### Our Vision

Conwy - a progressive County creating opportunity

#### Ein Gwerthoedd

Rydym yn ymfalchïo yn ein gwaith



We care about what we do

Rydym yn deg â phawb



We are fair to all

Rydym yn arloesol



We are innovative

Rydym yn gweithio fel tîm



We are team players



Conwy - Sir flaengar sy'n creu cyfleoedd

Conwy - a progressive County creating opportunity

## Corporate Plan 2022-2027

Our plan sets out our ambitions to make a difference for the people of Conwy over the next five years, in order to meet our long term citizen outcomes. The plan has been developed after considering the feedback communities gave us, and by analysing research and data trends about the county, both of which have informed our priorities. Engagement on a new Corporate Plan for 2027 onwards will commence in 2026.

The Corporate Plan sets out the key actions we will deliver to renew and rebuild. We cannot deliver our goals without our staff, and prioritising staff well-being and skills are vital for the delivery of our services. We are proud to have a highly trained, hardworking and motivated workforce. We are also incredibly thankful and proud of the way communities, volunteers, partners and our staff work together to make a difference. This community focus and resilience is something that through partnership working we are aiming to build upon, to create new opportunities and help our county flourish. The pandemic and the cost of living crisis has created a considerable number of complex issues, but it has also brought opportunities to work and deliver services differently, and this is what we want to focus upon.

More information can be found at [Conwy's Corporate Plan 2022-27](#).

## Performance Self Assessment Report 2024-2025

As part of our continuous improvement, Conwy County Borough Council publishes a Performance Self Assessment Report every year to explain what has been done to make improvements during the previous financial year, and where we need to make further improvements. This is a requirement under the Local Government and Elections (Wales) Act 2021.

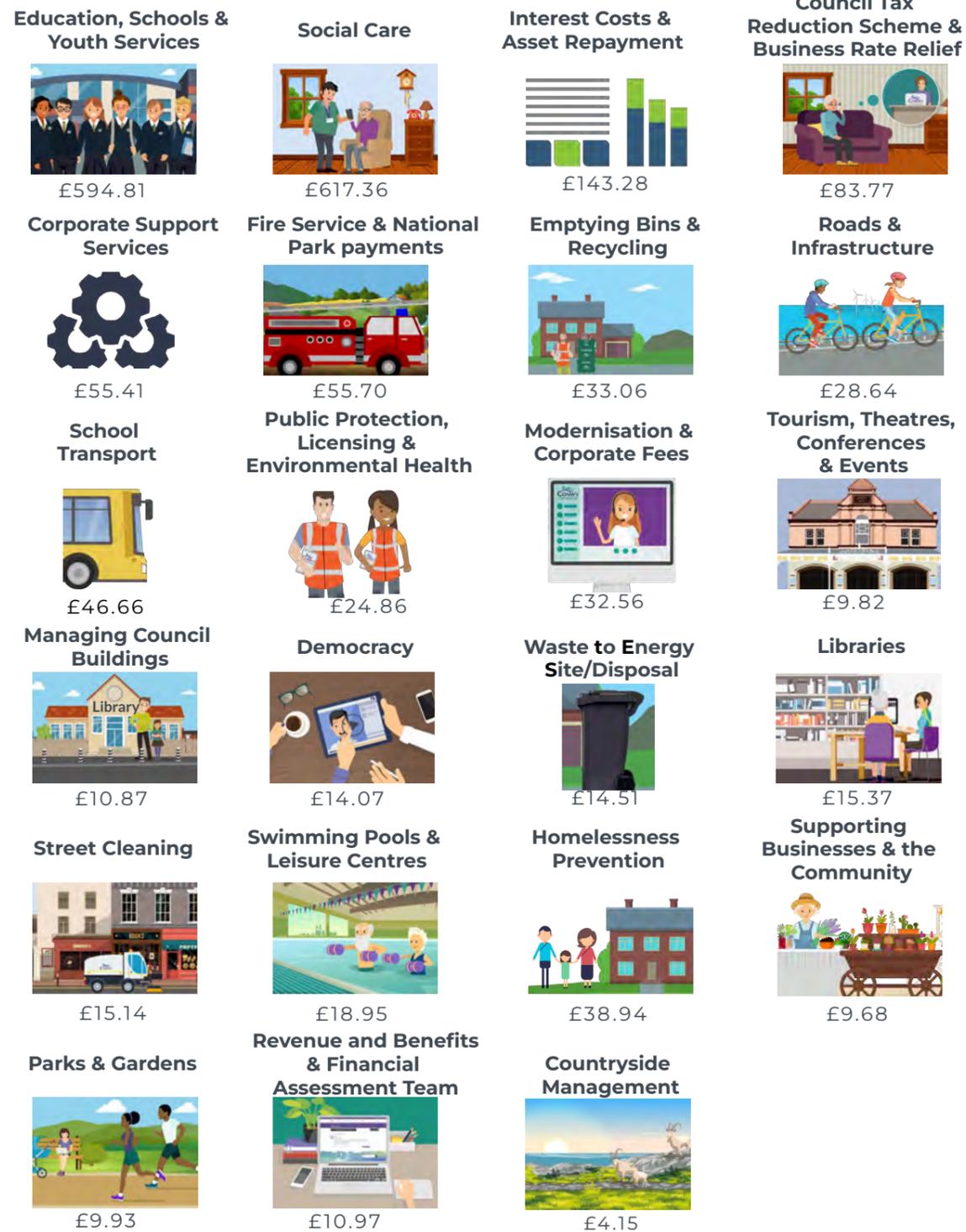
More information can be found at [Conwy County Borough Council - Performance](#).

# Our Finances - Council Tax 2025/2026

A copy of our full report 'Investing in Your Community - Conwy Council Tax 2025/26' can be found at: <https://www.conwy.gov.uk/en/Resident/Council-Tax/assets/documents/council-tax-leaflet-2025.pdf>

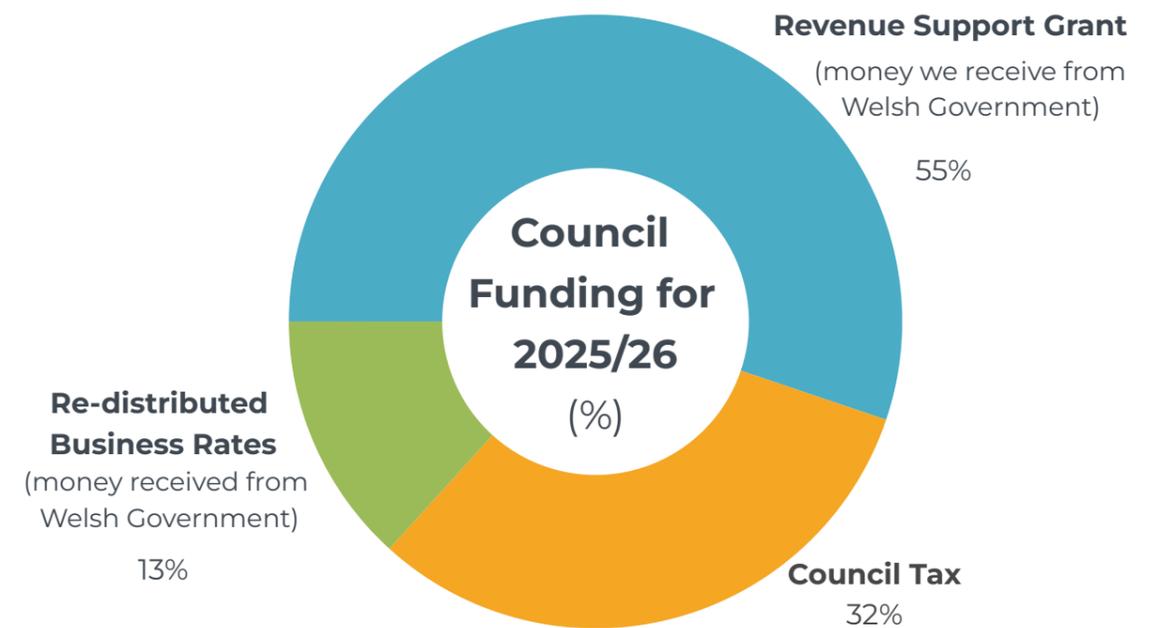
## What your money is spent on each year

**2025/26** This example is based on a **Band D property council tax** of **£1,888.51** per year.



## How we are funded

Did you know only **32%** of our funding comes from Council Tax?



Revenue Support Grant	£176.6m
Amount raised from Council Tax Payers	£100.9m
Re-distributed Business Rates	£42.4m
<b>Total</b>	<b>£319.9m</b>

# Snapshot of what the Council does

The Council is responsible for a wide range of public services which aim to support the everyday lives of the citizens of, and visitors to, the County Borough. This is a snapshot of the various services and the average level of demand we have to meet.



A snapshot of what we do in a ...

DAY	MONTH	YEAR	We maintain
15,247 CHILDREN are taught in 51 primary, 7 secondary and 1 special school	294,047 VIEWS of our Council website	8,959,780 CONTAINERS of recycling and refuse are collected	2,600 acres of parks, woodlands and open spaces
9,730 CHILDREN receive a meal in school	331 APPLICATIONS for jobs are received	36,800 TONNES of material from kerbside collections and recycling centres are re-used, recycled or composted	75km of coastline within our county
2,920 PEOPLE visit our 12 leisure centres and swimming pools	189 BUSINESSES are supported with advice and guidance	1,500 FLY TIPPING incidents are cleared	117km of A roads
208 CHILDREN are looked after through our Social Care Services	1,313 CONTACTS are received for children and adults	201,291 TICKETS are sold (Venue Cymru and Theatr Colwyn)	666km of B & C roads
141 CHILDREN are on the Child Protection Register	847 ADULTS are in receipt of home based care	16,700 STREET LAMPS are maintained	825km of local roads
21 CCTV INCIDENTS are recorded	61 ADULTS are in receipt of reablement support	543 CEREMONIES (marriage and civil partnerships) are conducted	<p>Conwy County Borough Council PO Box 1 Colwyn Bay LL29 0GG</p> <p>01492 574000</p> <p>conwy.gov.uk</p> <p>facebook.com/ConwyCBC</p> <p>instagram.com/ConwyCBC</p> <p>linkedin.com/company/ConwyCBC</p>
	132 CCTV CAMERAS are monitored in public spaces	983 APPLICATIONS for planning permission are received	



# The Cabinet



Cllr Julie Fallon  
Leader



Cllr Chris Cater  
Cabinet Member Finance and Strategic Planning



Cllr Sharon Doleman  
Cabinet Member Sustainable Economy and Communications



Cllr Hannah Fleet  
Cabinet Member Integrated Adult Services and Human Resources



Cllr Stephen Price  
Cabinet Member Housing, Regulatory and Audit



Cllr Mike Priestley  
Deputy Leader/Cabinet Member for Environment, Roads and Infrastructure



Cllr Kay Redhead  
Cabinet Member Children and Safeguarding

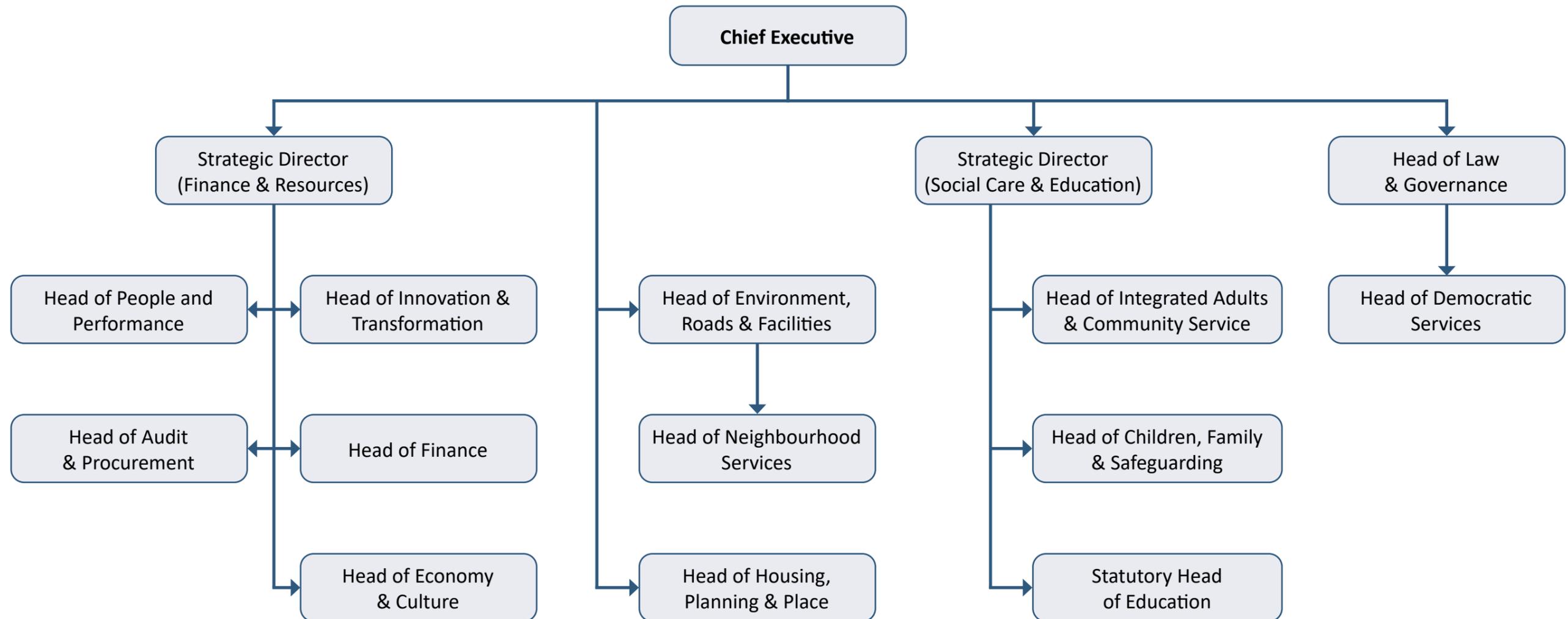


Cllr Dilwyn Roberts  
Cabinet Member Culture, Leisure and Governance Services



Cllr Aaron Wynne  
Cabinet Member for Education

# Organisational Chart



# Job Description

<b>Post Title:</b>	Head of Innovation and Transformation	<b>Department/Service:</b>	Innovation and Transformation Service
<b>Hours:</b>	37 hours a week	<b>Level:</b>	Head of Service Level 2 (H5 - H8)
<b>Responsible to:</b>	Strategic Director, Finance & Resources	<b>Responsible for:</b>	4 direct and c. 75 staff within service
<b>Location:</b>	Hybrid/Coed Pella Council Offices, Colwyn Bay		

## Overview

The Head of Innovation and Transformation will play a key role in shaping how we work, supporting Heads of Service to accelerate service innovation and provide strategic oversight for customer focus, digital services and service transformation across the Authority.

As a member of the Senior Management Team, the Head of Innovation and Transformation will work collaboratively to embed new ways of working, establishing consistent customer, IT and Project & Programme standards and lead organisational change.

The Head of Innovation and Transformation will have overall accountability and operational management to lead, motivate and develop staff, within the Transformation Service, comprising of:

- IT and Digital Transformation Service
- Corporate Modernisation Team.

They will also work collaboratively with other corporate support services.

As senior leaders, all Heads of Service play a pivotal role in shaping and sustaining an inclusive culture within our organisation. They are responsible for setting clear expectations and share collective accountability for embedding inclusive practice at every level and modelling behaviour to create the conditions in which every colleague and customer experiences equity, dignity, and a genuine sense of belonging.

## Main areas of responsibility:

1. Provide strategic leadership and oversight for service transformation across the Authority, ensuring alignment with corporate priorities.
2. Lead the ongoing review and implementation of the Resilience Strategy and programme which includes workstreams such as finance, digital innovation, customer experience, workforce and service redesign.

3. Through collaboration with Heads of Service, identify and drive opportunities for service improvement, efficiency, and modernisation across services.
4. Drive the adoption of business process reviews and data driven evidence based approaches, ensuring high quality management information underpins service redesign. Ensure legacy approaches are challenged and new ways of working are embedded.
5. Oversee the design, approval and delivery of the Project and Programme Framework, ensuring benefits realisation and customer focus is at the heart of all change.
6. Champion organisational change, modelling inclusive, collaborative and outcomes focused leadership behaviours.
7. Embed a culture of continuous improvement, innovation and evidence based decision making.
8. Be responsible for the organisational direction for digital transformation, IT infrastructure, and technology-enabled service improvement.
9. Develop the Corporate IT Strategy - encompassing the vision for IT security, cyber resilience, civil contingencies, modernisation, digital skills and service improvement.
10. Ensure the resilience, security, and strategic development of IT systems, digital platforms, and customer facing technologies.
11. Develop and oversee digital and IT solutions that improve customer experience, ensuring residents can access services easily, consistently, and in ways that suit their needs.
12. Horizon scan emerging technologies and sector developments, advising the Senior Management Team on opportunities and risks.
13. Lead the development of a corporate customer strategy to support Heads of Service with their service responsibilities to improve design, accessibility, quality, and responsiveness of customer interactions.
14. Oversee customer facing digital channels to ensure consistent, high quality experiences.
15. Use customer insight, engagement and feedback data to inform service improvements and redesign.
16. Accountable for a net revenue budget of around £3,733,000 and additional capital and grant allocation budget management.
17. Responsibility for 4 direct reports with the following areas of responsibility:
  - IT Business Performance & Improvement
  - IT Infrastructure and Solutions
  - IT System and Support
  - Corporate Modernisation
 and overall responsibility for around 75 staff (72 FTE).

## Generic Head of Service responsibilities

### Overall Management

To be responsible for the overall professional, strategic and operational leadership and management of the service/s including leading on the development and implementation of service priorities. (The services managed are not necessarily fixed and may be changed again in the future in response to changing corporate priorities or organisational needs).

### Policies and Strategies

To lead, develop and implement policies and strategies on a service, corporate and region wide basis which deliver high standards and continuous improvement in outcomes and standards for the service.

## Delivery of Statutory Functions

Hold Delegated Authority for decision making on behalf of the Authority.

## Overall Management of the Council

To support the Chief Executive and Strategic Directors in the overall management of the Council through the designated services ensuring the effective delivery of Council priorities, strategies and major projects.

## Senior Management Team

To provide leadership to the specific Council services through membership of the Senior Management Team ensuring integrated policy development and service delivery.

## Performance and Efficiency - Benefit Community

To play a crucial role in increasing performance and efficiency across the Council and its partners for the benefit of the community.

Collaborate in the priority setting, service design and delivery at sub-regional, regional and national level.

Lead and oversee multi-disciplinary strategy and performance with a range of statutory partners.

Identify and manage risks.

Head of Service Principal Accountabilities and Responsibilities:	
<b>1.</b>	<b>Leadership</b>
1.1	Provide a learning environment and a positive, proactive, flexible approach to decision making.
1.2	Provide strategic and effective leadership in conjunction with other Heads of Services on the delivery of specific plans as defined both within the service area and across the Council to deliver corporate initiatives, as well as regionally and on a national basis.
1.3	Support the Chief Executive to articulate a vision of how the organisation should operate in future, and to unite others to work together to realise that vision.
<b>2.</b>	<b>Statutory Duties</b>
2.1	Provide professional support and advice to Members and Strategic Directors to support the delivery of Council objectives and to meet the Council's statutory responsibilities.
<b>3.</b>	<b>Vision</b>
3.1	Role model the organisation's purpose and vision and keep managers focused on delivering that vision.

<b>4.</b>	<b>Service Delivery Commissioning, Review, Redesign, Standards, Customers</b>
4.1	To ensure that an appropriate range of modern services are planned, commissioned and provided which demonstrably meets the needs of the service users, including the development of business plans.
4.2	To ensure these services are effectively organised, and cost efficient, are systematically reviewed and redesigned where necessary to ensure needs continue to be met.
4.3	To ensure high quality services which meet statutory and good practice guidance and standards.
4.4	To be committed to delivering excellent customer service to meet expectations and satisfy customer needs.
4.5	Ensure needs, risks and issues are raised corporately and regionally and that there is effective collaboration.
4.6	To report to and be held to account via the Scrutiny Committee process.
<b>5.</b>	<b>Partnership Working</b> Partnership working is a significant proportion of the Head of Service role:
5.1	Create and develop effective partnerships with internal services and external agencies and organisations in the public, private and third sectors in order to maximise the resources available to the Council in meeting its strategic aims and objectives.
5.2	Effective engagement of statutory partners; providing challenge and holding them to account as necessary.
5.3	Promote and develop working relationships, building a culture of partnership working both within and outside the Council, and, where appropriate, frequently taking responsibility for and leading on projects and programmes of regional significance.
<b>6.</b>	<b>Corporate Service, Regional and National Strategy and Policy Development</b>
6.1	Develop and implement policies and strategies which deliver high standards and continuous improvement in outcomes and standards for the service and service users.
6.2	To contribute towards the development of strategies of other services within the Heads of Service remit or other services across the Council. With statutory partners on a local and regional basis.
6.3	Contribute to and influence national policy and the allocation of resources.
<b>7.</b>	<b>Change and Continuous Improvement</b>
7.1	To champion change and improvement both within specific services and the Council as a whole.
7.2	To formulate and oversee action plans in response to external inspection by external regulators, the Statutory Reviews and case law in relation to portfolio service areas.
7.3	To communicate and provide vision for employees regarding changes and improvement.

7.4	To monitor and utilise performance data to benchmark services and as an evidential basis for service developments.
7.5	To position the Council for future success by identifying new opportunities.
<b>8.</b>	<b>Management of Resources</b>
8.1	To be ultimately accountable for the management of resources within the specified service area/s and share the responsibility with other Heads of Service for delivery against shared objectives.
8.2	To ensure budgets and other resources are planned, monitored and managed and expenditure is controlled to ensure all service managers understand and take responsibility for balancing budgets.
8.3	Identify and implement service reductions and/or alternative delivery models where appropriate. Balancing this with risk of judicial review in the light of accountability statutory functions.
8.4	To ensure clear lines of accountability and control.
8.5	To maximise the resources available for the service to meet its strategic aims and objectives and identify opportunities to maximise available grant funding within the service and across the Council.
8.6	To submit evidence based Business Cases where there is a risk that statutory functions cannot be delivered.
8.7	To oversee grant applications and outcomes as well as core budget.
8.8	To effectively negotiate a fair deal for Conwy residents in line with service priorities within regional and sub-regional commissioning and service developments.
8.9	Identifying reductions, efficiencies and new revenue opportunities to deliver the services required.
8.10	Accountable for assets which include equipment relevant to buildings and services and identifying funding streams and opportunities with partners in order to deliver on the Council's priorities.
<b>9.</b>	<b>Safety, Quality and Performance Management</b>
9.1	Develop and implement policies and strategies which deliver high standards and continuous improvement in outcomes and standards for the service and service users.
9.2	Ensure that staff are provided with the necessary training, support and resources to undertake their role safely. In the course of their specialist professional duties, and on behalf of vulnerable and at risk citizens within Conwy. Actively promote a positive health and safety culture, and lead by example.
9.3	To ensure financial information, service quality and outcomes data is collected accurately and to use performance data on an ongoing basis.
9.4	To demonstrate through business and project plans, performance indicators and outcome measures, a culture of high performance.
9.5	To establish a framework for assuring quality professional practice in the services, including undertaking regular practice audits and observations by managers at all levels in the service and reporting mechanisms to the management processes.

9.6	To ensure that all the above accountabilities and responsibilities are also delivered in commissioned services, where appropriate, within inter-agency collaborations and at both regional and sub-regional.
<b>10.</b>	<b>Risk Management</b>
10.1	To review regularly all service activities and projects to ensure that risks are being managed properly. Ensure risk management through risk assessment, risk monitoring procedures, and risk mitigation measures including risks to employees, members of the public, the Council's customers, the Council's assets, safeguarding risks and risks to the Council's reputation. Risk areas to be managed include; data management, business continuity, fire safety, and health and safety.
10.2	To manage the risk of judicial review associated with decision making within case work on behalf of vulnerable and at risk people.
<b>11.</b>	<b>Human Resource Responsibilities</b>
11.1	To ensure high quality and consistent management of staff capability and performance.
11.2	To ensure development of a workforce plan in conjunction with business planning processes, working collaboratively across the Council and with external bodies to meet the needs of the plan.
11.3	Contribute to regional workforce developments.
11.4	Host students undertaking professional qualification and work in partnership with their educational establishments on the review and development of course content.
11.5	To actively manage absence to meet key performance targets.
11.6	To ensure effective and constructive staff relations and communications.
11.7	To ensure effective and sustainable recruitment to meet the organisation's objectives.
<b>12.</b>	<b>Equalities and Safeguarding</b>
12.1	To promote the principles of the Council's Equality Policy and Inclusive Conwy Plan.
12.2	As a senior leader, contribute to the creation and maintenance of an open and supportive culture which maximises the potential of employees across the organisation and encourages inclusivity, innovation and high performance.
12.3	To ensure the service meets its equality and sustainability responsibilities under the specific legislative requirements highlighting risks and issues.
12.4	Effectively contribute to the Council's obligations in relation to safeguarding, ensuring that safeguarding is identified as the responsibility of all Council staff.
12.5	To take a lead role in providing support and consultancy over safeguarding issues that arise within the service.
<b>13.</b>	<b>Delegated Responsibilities</b>
13.1	To undertake such duties and responsibilities as may be reasonably specified by the Chief Executive and Strategic Director under the scheme of delegation, and within both the legislative framework and regulations associated with services.

13.2	To respond to complaints from the public and enquiries from Members, Ministers Welsh Government officials, regulators, Coroner and Ombudsman.
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### Knowledge, Skills, Training and Experience:

1.	The Head of Service is totally accountable for their service and is performance managed by the Strategic Director, Finance & Resources.
2.	The postholder is required to balance strategic and operational responsibilities, managing services and delivery of corporate priorities. Meeting responsibilities to statutory partners in the delivery of multi-disciplinary services and statutory duties.
3.	The post requires the ability to structure complex issues and to arrive at balanced and informed decisions. The postholder will have the capacity and vision to anticipate and influence change in response to identified needs and have skills and abilities needed to manage complex issues and competing demands in a dynamic environment, including on an interagency and regional basis.
4.	The postholder will be responsible for corporate programmes of work and regional and national developments.

### Employment Checks/Specific Requirements:

1.	Politically restricted post.
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### Vision/Context:

1.	The postholder is expected to demonstrate leadership attitudes and behaviours, management skills and a responsibility to create a culture of team working, recognition of achievement, two way communication and continuous improvement. Create a culture of trust and work together to achieve results and learn from each other to delivery our shared management responsibilities, both within the department, and when representing Conwy within the context of sub-regional, regional and national boards.
2.	Effectively challenge key partners in the approach to and delivery of statutory functions.
3.	Work collaboratively with service users, members of the public and statutory partners and regulatory bodies.

### Review Date/Right to Vary

This job description is not intended to be an exhaustive list of duties. The Authority reserves the right to review the contents of this job description; the scope of which may be amended in light of changing priorities in the future. The services managed are not necessarily fixed and may be changed again in the future in response to changing corporate priorities or organisational needs.



# Person Specification

## Post: Head of Innovation and Transformation

Please Note: In order to be shortlisted for this post you will need to demonstrate that you meet all the criteria ranked as E - Essential.

Factor	Requirements	How Identified	Essential	Desirable
<b>Education and Qualifications</b>	Educated to degree level/other equivalent qualification (level 6) or substantial senior management experience in a large complex organisation.	AF	E	
	Evidence of continuing professional development.	AF	E	
	Recognised Management Qualification or Membership of a relevant professional institute.	AF		D
	The ability to communicate in English is essential.	AF/I	E	
	The ability to speak Cymraeg to level 2 is desirable. Level 2 means you are able to give and ask for personal details and basic information; to make simple requests and say a few phrases about yourself in Cymraeg. <a href="#">Click here</a> to see the guidelines for the levels.	AF/I		D
	The ability to read and write in Welsh is desirable.	AF/I		D
<b>Relevant Experience</b>	A proven record of making a sustained contribution to strategic leadership, including delivering complex change and modernisation programmes and realising benefits.	AF/I	E	
	A track record of successful senior management experience in a large complex organisation with evidence of successful delivery of strategic outcomes.	AF	E	
	An understanding of public sector organisations and large, complex organisations.	AF/I	E	

	Experience of working collaboratively and developing concepts, proposals and strategies for the effective establishment of such working.	AF/I	E		
	Experience in developing and delivering corporate improvement strategies with evidence of positive outcomes.	AF	E		
	Experience in developing and delivering corporate digital strategies or customer strategies.	AF		D	
	Experience of developing and delivering performance management, and budget management processes at a senior level within a Local Authority or other relevant organisation.	AF/I	E		
	Ability to think and plan strategically, analytically and financially about complex issues and to find creative and innovative solutions.	AF/I	E		
	Knowledge and good understanding of the major issues facing local government and their potential implications.	AF/I		D	
	<b>Job Related Knowledge and Skills</b>	Proven track record of using technology, data and digital innovation to improve outcomes.	AF/I/P	E	
		Experience of managing complex budgets and other resources.	AF	E	
Excellent change management and project management acumen.		AF/I	E		
Knowledge of cybersecurity, digital risk or IT governance.		AF	E		
Experience developing or implementing customer strategies at organisational scale.		I	E		
Experience of creating and developing partnerships with a wide range of internal and external bodies.		AF/I	E		
A strong but sensitive and collaborative leader, able to create and deliver a vision, and promote and sustain a strong sense of mission.		I/P	E		
Ability to work effectively as a team member as well as leader.		I	E		

	Committed to the identification and development of talent through coaching and mentoring.	AF	E	
	Experience of working with elected or non-executive board members in a constructive and politically sensitive manner.	AF/I		D
<b>Personal Qualities</b>	Ability to demonstrate tact, diplomacy, persuasion, negotiation, advocacy and assertiveness.	I/P	E	
	Proven ability to deal with difficult management and organisational issues robustly and sensitively.	AF/I/P	E	
	Experience and willingness to take difficult and/or contentious decisions.	I/P	E	
	Personal conduct, integrity and credibility that commands the confidence and respect of members, managers, staff, local communities, external partners and stakeholders.	I	E	
	Excellent personal written, verbal, and presentation skills with the ability to articulate, comprehensive and persuasive presentation to a wide variety of audiences about complex matters.	I/P	E	
	Intellectually agile with the ability and experience to 'think on their feet'.	I	E	
	An open facilitative and persuasive manner with high level interpersonal skills.	I	E	
	Evidence of motivating, negotiating and persuading others.	AF/I	E	
	Enthusiasm, committed self-motivated with a strong sense of purpose and drive for achievement.	R	E	
	High levels of energy and stamina with demonstrable resilience and an ability to deliver when under pressure.	AF/I	E	
	Accepts responsibility for mistakes and uses them as learning opportunities for their service.	R	E	
	Has a high degree of integrity and probity and is open and honest.	R	E	

	Shows resistance and resilience under pressure.	R	E	
	Is responsive and flexible to the changing demands and priorities.	R	E	
	Adapts personal style to meet demands of complex situations.	I/R	E	
	Shows a high drive for achievement and performance.	I/R	E	
	Demonstrates a strong commitment and understanding of inclusion through evidence of how inclusion, fairness and belonging actively shape their leadership approach.	AF/I	E	
	Evidence of impact creating inclusive environments, removing barriers, amplifying under-represented voices, and proactively embedding inclusive practice into everyday decision making.	AF/I	E	
	Empathy for Welsh language and culture.	I	E	
<b>Other Requirements</b>	Ability to travel across and beyond the County Borough to carry out work e.g. attend meetings.	AF	E	

Please Note: In order to be shortlisted for this post you will need to demonstrate that you meet all the criteria ranked as E - Essential.

Identification of the requirements will be through the:

- Application Form (AF)
- Interview (I)
- Test at interview (T)
- Presentation at interview (P)
- Verification (V)
- Reference (R).

## Chief Officer Salary Scale 01/04/2025-26

		01/04/2025
<b>Head of Service 2 (H5 - H8)</b>	H5	£74,688
	H6	£77,228
	H7	£80,983
	H8	£85,716

# Terms and Conditions of Service/ Employee Benefits

## Conwy County Borough Council - Head of Innovation & Transformation

<b>Salary</b>	£74,688 - £85,716. 4 point incremental scale. Salary will be paid by direct credit transfer on the 15th day of the month.
<b>Conditions of Service</b>	The general terms and conditions will be those of the Joint Negotiating Committee for Chief Officers of Local Authorities and where applicable Conwy County Borough Council's local terms.
<b>Annual Leave</b>	33 days plus bank holidays.
<b>Leave Bank</b>	Facility to be able to bank up to 5 days per annum and have a leave bank account of up to 20 days.
<b>Pension Scheme</b>	The person appointed will be eligible to join the Local Government Pension Scheme.
<b>Working Hours</b>	The nominal working week is one of 37 hours. However, it should be recognised that the job cannot be satisfactorily undertaken within a fixed working week and that some element of unsocial working hours will be required for the proper performance of the duties. This has been taken into consideration in determining the salary and other conditions of employment for the post.
<b>Notice Period</b>	The appointment will be made subject to three months' notice on either side.
<b>Outside Activities</b>	The person appointed will be required to devote their whole time to the service of the Council and will not engage in any business or take up any additional appointments without the express consent of the Council. The postholder will not subordinate their duties to their private interests or put themselves in a position where duty and private interests conflict.
<b>Political Restriction</b>	Under the terms of the Local Government and Housing Act 1989 this post is defined as a specified post and the postholder will therefore be restricted from certain political activities as described in the Act. The postholder must demonstrate political neutrality.
<b>Removal Expenses</b>	A removal/relocation expenses package may be available and this will be discussed with the person appointed.
<b>Travel</b>	It is the Council's policy to reimburse members of staff for business mileage. The Council's scheme is based on HMRC tax free rates. It is a condition of employment to hold and continue to hold a valid UK driving licence or have access to mobility transport.

<b>Discounts and Offers</b>	Access to high street and local offers through a dedicated website for employees with savings on cinema, shopping and travel.
<b>Physiotherapy</b>	Access to rapid access physiotherapy service for specialist support for back problems and MSD.
<b>Employee Assistance Programme and Counselling</b>	Staff Counselling/Employee Assistance Programme service includes: <ul style="list-style-type: none"> <li>• 24/7 direct and immediate telephone counselling and information</li> <li>• Face to face counselling where needed</li> <li>• 24/7 telephone and online access to a specialist information and advice service on subjects such as debt, family and personal issues, and benefits.</li> </ul>
<b>Ffit Conwy Membership</b>	Voluntary membership with 40% discount off the monthly 'Ffit Conwy' advertised membership. The scheme allows employees to access all leisure facilities within Conwy.
<b>Salary Sacrifice Schemes</b>	Salary Sacrifice schemes operate in a number of areas including cycle to work, lease cars, home and technology as well as Additional Voluntary Contributions (AVCs).
<b>Eyecare Vouchers</b>	Access to vouchers for free eye tests and towards glasses as part of the Eyecare Voucher Scheme.
<b>Financial Wellbeing</b>	Options available for loans and savings through salary.

## How to Apply

Thank you for showing interest in the position of Head of Innovation & Transformation, and the opportunity to shape our journey to be a Progressive County, Creating Opportunities.

Conwy welcomes applications from all backgrounds. We recognise the benefits of a diverse workforce and we want everyone who lives, works and visits Conwy county to be welcomed and feel acceptance and belonging.

All disabled applicants who meet the essential job requirements will be guaranteed an interview. The Council will provide appropriate additional work facilities for disabled applicants. There is an option for disabled people to apply on different formats. Please contact the HR Team on 01492 576129 for further advice.

### **This guidance contains important information to help with your application.**

Candidates must complete our application form to be considered. CVs by themselves will not be accepted. You may submit a CV to accompany your fully completed application form. Please ensure your contact details are included.

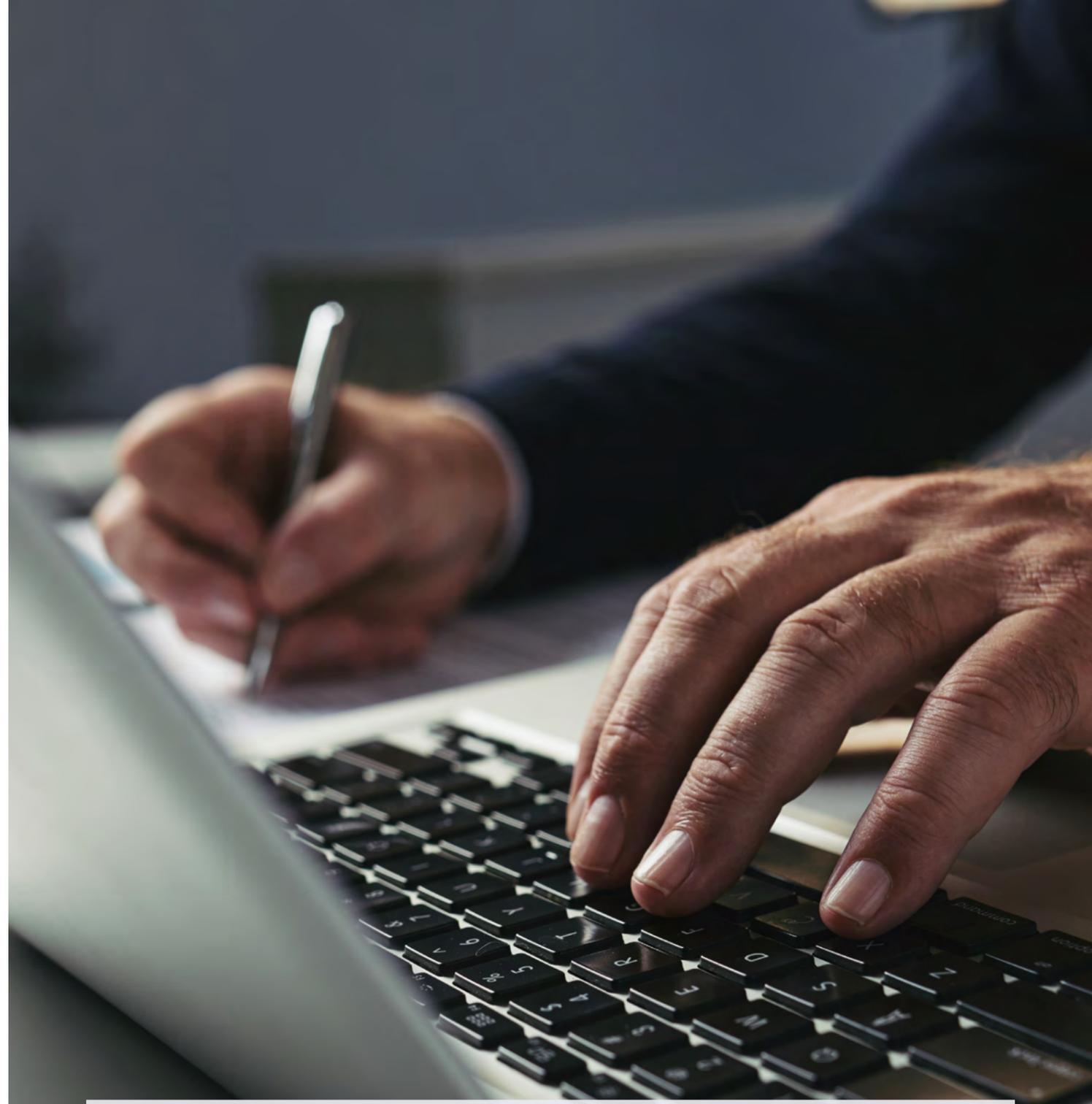
To apply for the post click [here](#)

- Please ensure all gaps in employment and education history are fully explained on your application/CV; we may wish to verify this information during the recruitment process
- Please provide the details of two referees. Note that we will only approach referees for candidates shortlisted for interview and only with your permission. Please clearly indicate whether we can approach each referee before the selection date
- Please ensure that you address the key requirements as set out in the person specification
- Please complete the Equal Opportunities Monitoring Form when you upload your details. We are keen to ensure that all our jobs are accessible to all members of the community and use this data to monitor our progress in doing this
- Please submit your application and any supporting information by the closing date
- Following the closing date, you will be contacted in due course by a member of the HR Service to update you on the status of your application
- If you have any technical difficulties whilst completing the online application form, please contact [hssystemsupport@conwy.gov.uk](mailto:hssystemsupport@conwy.gov.uk) / 01492 576129.

Conwy is committed to safeguarding. Qualifications and references will be verified.

Conwy is committed to its Welsh Language Standards. We welcome applications in the Welsh language and application forms received in the Welsh language will not be treated less favourably than an application form submitted in English.

If you have not received an interview invitation within three weeks of the closing date, you must assume that you have not been shortlisted for interview.



The following timetable sets out the key dates in the recruitment process:

Activity	Date
Closing date	Midnight, 10th April 2026
Shortlisting (candidates not required to attend)	16th April 2026
Online Assessment Process (Psychometric Tests)	20th - 26th April 2026
Meeting with the Strategic Leadership Team	30th April 2026
Interview with the Senior Employment Committee	1st May 2026

# Thank you

Thank you for showing interest in the position of Head of Innovation and Transformation, and the opportunity to shape our journey to be a **Progressive County, Creating Opportunities**.

**Closing date for applications: Midnight, 10th April 2026.**

## If you have any queries

- If you have any queries regarding the post, please contact Amanda Hughes, Strategic Director, Finance & Resources: [amanda.hughes2@conwy.gov.uk](mailto:amanda.hughes2@conwy.gov.uk)
- For further information and to apply for the post click [here](#)
- If you have any technical difficulties whilst completing the online application form, please contact [hssystemsupport@conwy.gov.uk](mailto:hssystemsupport@conwy.gov.uk) / 01492 576129.

[www.conwy.gov.uk/OurRecruitmentProcess](http://www.conwy.gov.uk/OurRecruitmentProcess)



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