

Candidate Brief for the recruitment of

Director of Economic Growth

Coventry City Council

August 2026

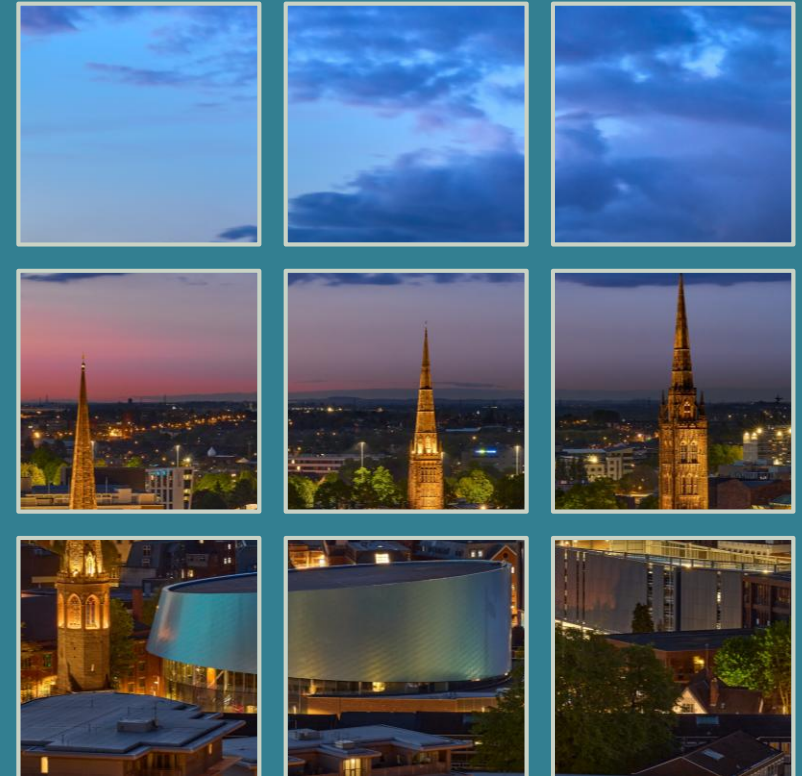


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Coventry City Council

Introduction to Coventry City Council

Coventry, the City Council and its economy are changing and improving, backed by real investment and real recognition. In recent years we have taken great strides, and we haven't stopped yet.

Coventry is one of the fastest growing cities in the country, with a growing and increasingly diverse population choosing to live, work and study here. That growth brings real economic opportunity, and real ambition for what our city can become.

We are a city that has reinvented itself before, from advanced manufacturing and mobility to a thriving university sector and a growing innovation economy – strengths that few cities of our size can match.

Major regeneration is already underway in the city centre and beyond, backed by significant capital investment and strong partnerships with government, the West Midlands Combined Authority, investors and developers. Our commercial property portfolio is a powerful lever alongside this, and we intend to use it to unlock development, income and lasting benefit for our communities.

That ambition runs right across economic growth, regeneration, property and development, planning, transport and green futures – brought together in one portfolio so they work as genuine enablers of change.

There is real energy behind this agenda, and real opportunity for someone who wants to make a lasting, visible difference to how the city grows, prospers and feels for residents. We want to work with our partners, investors and residents to make Coventry an even better city – more prosperous, better connected and fairer for everyone who lives here.

That is why we're looking for the right person to lead this portfolio and make the most of this exciting moment for our city.

Cllr George Duggins
LEADER, COVENTRY CITY COUNCIL

Dr Julie Nugent
CHIEF EXECUTIVE, COVENTRY CITY COUNCIL



A handwritten signature in black ink, appearing to read 'George Duggins'.



A handwritten signature in black ink, appearing to read 'Julie Nugent'.

Coventry City Council | Our Values

Our One Coventry Values have been co-created with the support and input of all employees across the Council, so they are reflective of how we want to be represented both as colleagues and to the wider community.

We want to ensure there is clarity of purpose through the Council's vision of our One Coventry Values and Behaviours; putting diversity and inclusion at the heart of everything we do. The values are an integral part of our: Reward Strategy, Appraisals, Recruitment, Attraction and Onboarding, Recognition and Development and Employee Engagement.

Our values define us as an organisation and influence everything we do and how we treat each other. We recognise the crucial role each and every one of us plays in helping to achieve our goals. We want Coventry City Council to be an inclusive workplace where people know they are valued and feel empowered in their roles to achieve excellence for our customers and communities.

To achieve this, we have committed to the following six values:



Who we are:

At Coventry City Council we are dedicated to making a positive difference to the services we deliver to the citizens of Coventry. The work we do improves people's lives – from helping them into work to providing clean and green places to live, to keeping people safe and protected.

As a Coventry City Council employee, you have our ongoing commitment to your growth and development with opportunities to work across multiple service areas including customer contact, public health prevention and education and skills, adults and children's services and provide support for the most vulnerable.

Our aim is simple:

To increase the economic prosperity of the city and region, improve outcomes and tackle inequalities within our communities and tackle the causes and consequences of climate change.

Our Values:

We expect everyone who works for us to be committed to our One Coventry values and to share our commitment to becoming a more diverse and inclusive organisation.



The Role



The Role

Coventry City Council is a forward-looking authority committed to “One Coventry” – a vision of working together to improve our city and the lives of our residents. We expect everyone who works for us to embody our One Coventry Values, which are central to how we collaborate with our communities and partners to deliver our priorities. Increasing the economic prosperity of the city and region so Coventry is a great place to live, work, innovate and invest is central to this.

We expect everyone who works for us to be committed to our One Coventry values and to share our commitment to becoming a more diverse and inclusive organisation:

Supporting Services:

- Economic Growth
- Property and Development
- Transport
- Planning
- Green Futures and Sustainability

Job Title:	Director of Economic Growth	Grade:	D2
Service:	Economic Growth		
Reporting to:	Chief Executive		
Location:	Coventry – Friargate offices / Council sites as required		

ROLE PURPOSE

To provide strategic leadership for the next phase of Coventry’s economic and place-based transformation, driving inclusive growth, regeneration and long-term prosperity for the city, and to direct the management of the Council’s commercial property portfolio to maximise income and wider place-making benefits for residents.

Reporting directly to the Chief Executive, and as a member of the Corporate Leadership Team, the postholder acts as a senior place leader: shaping the city’s economic future, leading major physical and economic regeneration and investment programmes, using the Council’s property assets to create value and enable development across the city, and influencing regional and national partners to secure opportunity and impact for Coventry’s communities.

The role provides strategic leadership across economic growth, planning, transport, green futures and property and development, ensuring these services work together as integrated enablers of transformation.

DIRECTOR LEVEL EXPECTATIONS AND CORPORATE RESPONSIBILITIES

- Provide collective leadership for the Council and deliver corporate priorities and outcomes within agreed resources and timescales.
- Deliver a One Coventry approach that improves residents’ lives and translates the One Coventry Plan into clear priorities, outcomes and delivery.
- Be financially responsible and accountable, working across organisational boundaries to use resources effectively and improve performance.
- Meet statutory obligations and ensure compliance with policies, procedures, financial regulations, standing orders and governance requirements.
- Keep residents at the centre of service design, delivery and improvement, adopting an inclusive approach and living the Council’s values.
- Advise elected Members and support the democratic process through impartial, clear and evidence-based advice.
- Create a culture that nurtures and develops people and talent, and act as a corporate parent while promoting safeguarding responsibilities.

CITY TRANSFORMATION AND ECONOMIC LEADERSHIP

- Develop a compelling long-term economic growth and regeneration strategy for Coventry, translating the city's vision into tangible outcomes and initiatives.
- Lead a wide-ranging development programme, ensuring schemes are delivered to time and budget within a comprehensive framework of governance and risk mitigation.
- Set a clear strategic direction for place-shaping, from urban regeneration and infrastructure to skills and innovation, with measurable outcomes that increase prosperity and reduce inequality.
- Ensure programmes deliver measurable economic, social and environmental outcomes and value for money.

REGENERATION, INVESTMENT, PROPERTY AND PLACE-SHAPING

- Lead Coventry's approach to major regeneration, infrastructure and development programmes, from shaping ambition through to delivery and impact.
- Act as the Council's senior lead for inward investment, working with partners to attract and secure high-quality, sustainable investment.
- Direct the strategic management of the Council's commercial property portfolio, balancing income generation, risk, asset performance and wider place-making objectives.
- Ensure Council land, property assets and capital investment are used strategically to unlock regeneration, commercial opportunity, development and community benefit.
- Provide strategic advice to the Chief Executive, elected Members, senior colleagues and partners on commercial property, development and wider city investment matters.



TRANSPORT STRATEGY AND CONNECTIVITY

- Provide strategic leadership for transport policy, planning and connectivity, ensuring alignment with the city's growth, regeneration and green futures priorities.
- Lead the development and delivery of transport strategies and infrastructure programmes that support sustainable, inclusive and accessible movement across the city and region.
- Work with the West Midlands Combined Authority, Transport for West Midlands and other regional partners to secure investment and influence transport policy affecting Coventry.
- Ensure transport considerations are embedded in major regeneration, development and property decisions, balancing connectivity, congestion, air quality and carbon reduction objectives.

STRATEGIC PARTNERSHIPS AND INFLUENCE

- Represent Coventry City Council at regional and national level, including with the West Midlands Combined Authority, central government and key delivery bodies.
- Build and sustain strong partnerships with universities, investors, employers, neighbouring authorities and private sector partners.
- Maintain and strengthen partnerships with private sector organisations delivering regeneration and commercial projects in the city.
- Provide authoritative advice to the Chief Executive, Members and Corporate Leadership Team on property, economic growth, regeneration and place-based policy.



ENABLING SERVICES AND DELIVERY

- Provide strategic leadership across economic growth, planning, transport, green futures and property and development.
- Ensure planning, infrastructure and regulatory services actively support growth, regeneration and quality development, while maintaining statutory and governance standards.
- Set clear strategic outcomes and hold senior leaders to account for delivery, performance and value for money.
- Monitor economic trends, policy changes and funding opportunities, translating them into innovative policies and projects that benefit Coventry.

LEADERSHIP, GOVERNANCE AND CORPORATE CONTRIBUTION

- Lead and develop high-performing senior teams, fostering ambition, collaboration, inclusion, learning and delivery.
- Provide oversight of significant revenue and capital budgets, commercial property income, capital programmes and external funding, ensuring strong financial stewardship and risk management.
- Champion transformation, innovation and modern ways of working across the portfolio.
- Work constructively with recognised trade unions, managers and employees to support effective employee relations and workforce change.
- Contribute to the collective leadership, transformation and improvement of the Council, upholding its values, equality commitments and governance responsibilities.

EMERGENCY RESPONSE AND RESILIENCE

- Ensure robust business continuity and emergency response arrangements are maintained across the portfolio.
- Participate in the Council's senior emergency response arrangements, including gold response where required.



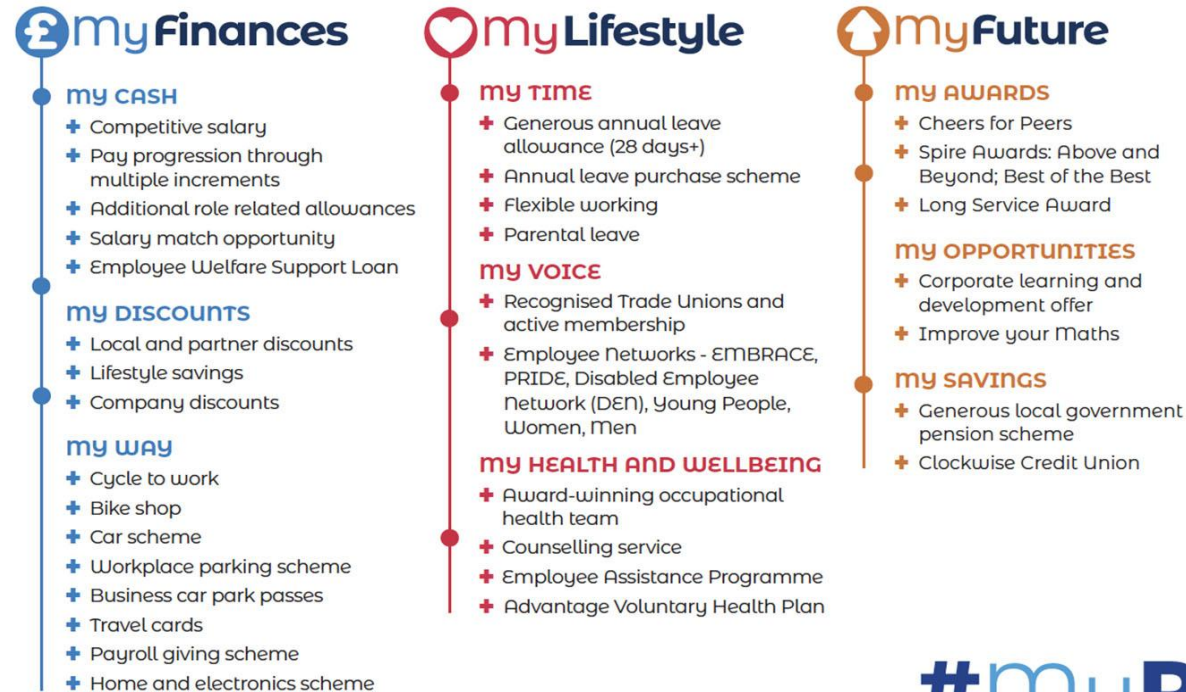
Key Relationships and Information

External	Internal
West Midlands Combined Authority; Transport for West Midlands; West Midlands Growth Company; relevant government departments and agencies; neighbouring councils and the Coventry and Warwickshire sub-region; Coventry and Warwickshire Chamber of Commerce and other business support organisations; universities and further education providers; investors, developers and major employers; private sector commercial, transport and regeneration partners; professional networks; community and voluntary sector partners; residents and businesses.	Chief Executive; Corporate Leadership Team; Cabinet Members, including the Cabinet Member for Economy and Regeneration; elected Members and Scrutiny Boards; directors and senior colleagues; finance, legal, governance, procurement, communications, people services and digital teams; managers and employees; trade unions and staff networks.
Standard Information	
■ Postholders are accountable for carrying out all duties and responsibilities with due regard to the Code of Conduct, safeguarding, health and safety and the Council’s workforce diversity and inclusion policies. ■ Duties involving the processing of personal data must be undertaken within corporate data protection guidelines. ■ The postholder must attend mandatory training and undertake development activities identified as beneficial to the role. ■ The post is politically restricted and the postholder must maintain political neutrality in accordance with legislation and Council guidance. ■ The postholder may be required to work outside normal office hours, including evening and weekend events, council meetings and emergency response arrangements. No additional payment will be made for this requirement. ■ The City Council is smoke-free. Smoking is not permitted on Council premises or surrounding land, including car parking facilities. ■ The postholder may be required to undertake other duties and responsibilities within the range of the salary grade.	
Responsible For	
Five Strategic Leads covering Property and Development, Economic Growth, Planning, Transport, and Green Futures, together with the employees, budgets, contracts, assets and programmes within the portfolio.	

Your reward package

No one knows what's right for you, better than you, and therefore we offer a number of benefits that you can opt into so that you can have benefits that are important to you.

We strongly believe in valuing and rewarding the hard work, commitment and brilliant job you do which goes beyond more than just the salary you receive for a job well done. Therefore, we are pleased to offer you a range of employee benefits from our health and wellbeing partner Vivup, which are designed to improve your physical, financial and mental health wellbeing.



#myRewards

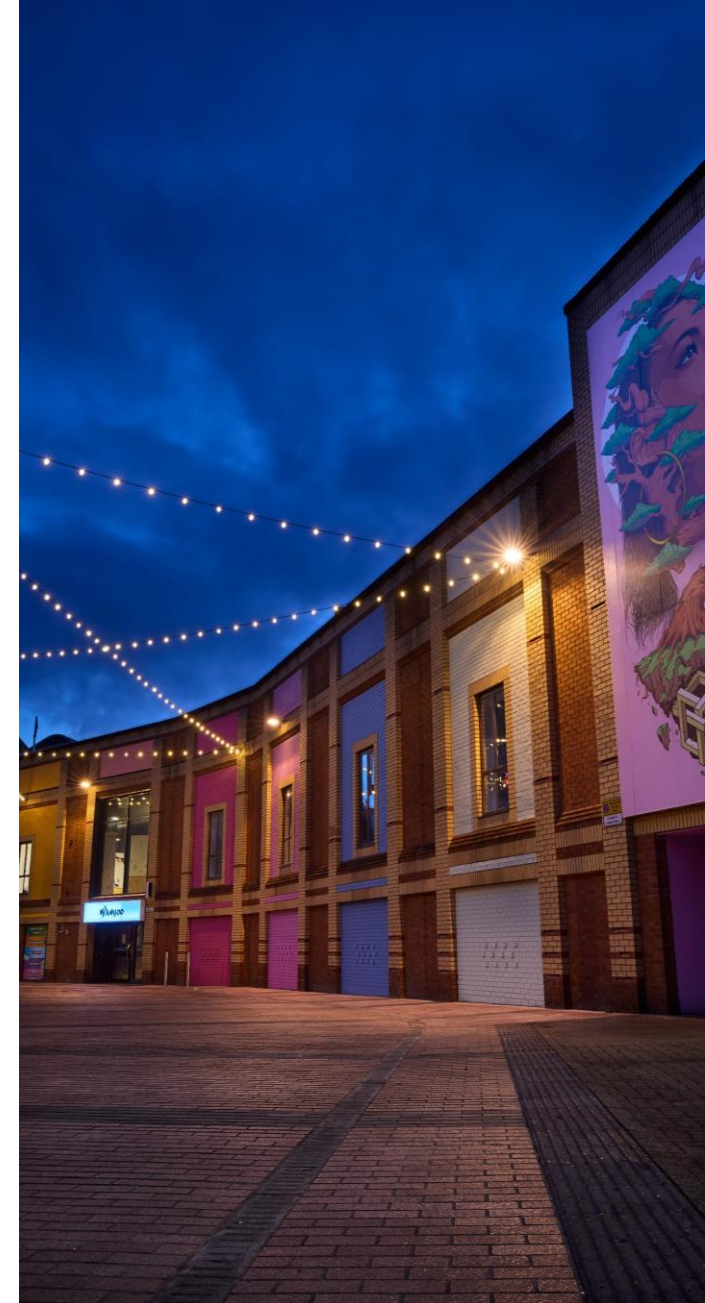


The Person

The Person

All of the following requirements are essential and will be assessed through application, interview, assessment exercises and/or stakeholder engagement as appropriate.

Category	Requirement
Experience	Significant senior leadership experience in economic growth, regeneration, infrastructure, property, development, place-shaping or a closely related field.
Experience	A proven track record of leading complex, high-profile programmes and delivering tangible economic, commercial or place-based outcomes.
Experience	Experience of asset and capital-led regeneration, commercial development, property portfolio leadership and partnership deal-making.
Experience	A track record of securing external funding and investment, supported by robust assurance, governance and accountability.
Experience	Experience of operating effectively in political, partnership and multi-stakeholder environments, including oversight of large budgets, investment decisions, commercial income and major funding programmes.
Knowledge	Strong understanding of the drivers of inclusive economic growth in a UK context, and of national and regional policy, funding and economic trends.
Knowledge	Sound understanding of local government governance, finance, performance, risk, procurement, statutory planning and compliance frameworks.
Knowledge	Sound financial and commercial judgement, with the ability to assess risk, value for money and long-term impact.
Knowledge	Practical understanding of diversity and inclusion and how to apply them to workforce leadership, place-shaping and decision-making.
Knowledge	Understanding of transport strategy, policy and infrastructure delivery, and how these link to economic growth, regeneration and sustainability priorities.



Category	Requirement
Skills and Abilities	Provide visible, credible and resilient leadership at city and system level, setting direction while empowering senior teams.
Skills and Abilities	Translate corporate priorities into practical objectives, delivery plans, performance measures and measurable outcomes.
Skills and Abilities	Use evidence, insight, financial information and professional judgement to make sound decisions in complex or pressured situations.
Skills and Abilities	Communicate, negotiate and influence with impact, securing decisions and commitment from elected Members, national and local politicians, investors, residents, partners and senior stakeholders.
Skills and Abilities	Work collaboratively across organisational boundaries, aligning diverse services and partners behind shared outcomes, with a demonstrable commitment to equality, inclusion and public service values.
Qualifications & Development	A relevant professional or postgraduate qualification, or equivalent senior-level experience, supported by evidence of continuing professional development.
Special Requirements	Work flexibly, including attendance at evening meetings, committees, civic or community events and emergency response arrangements when required.

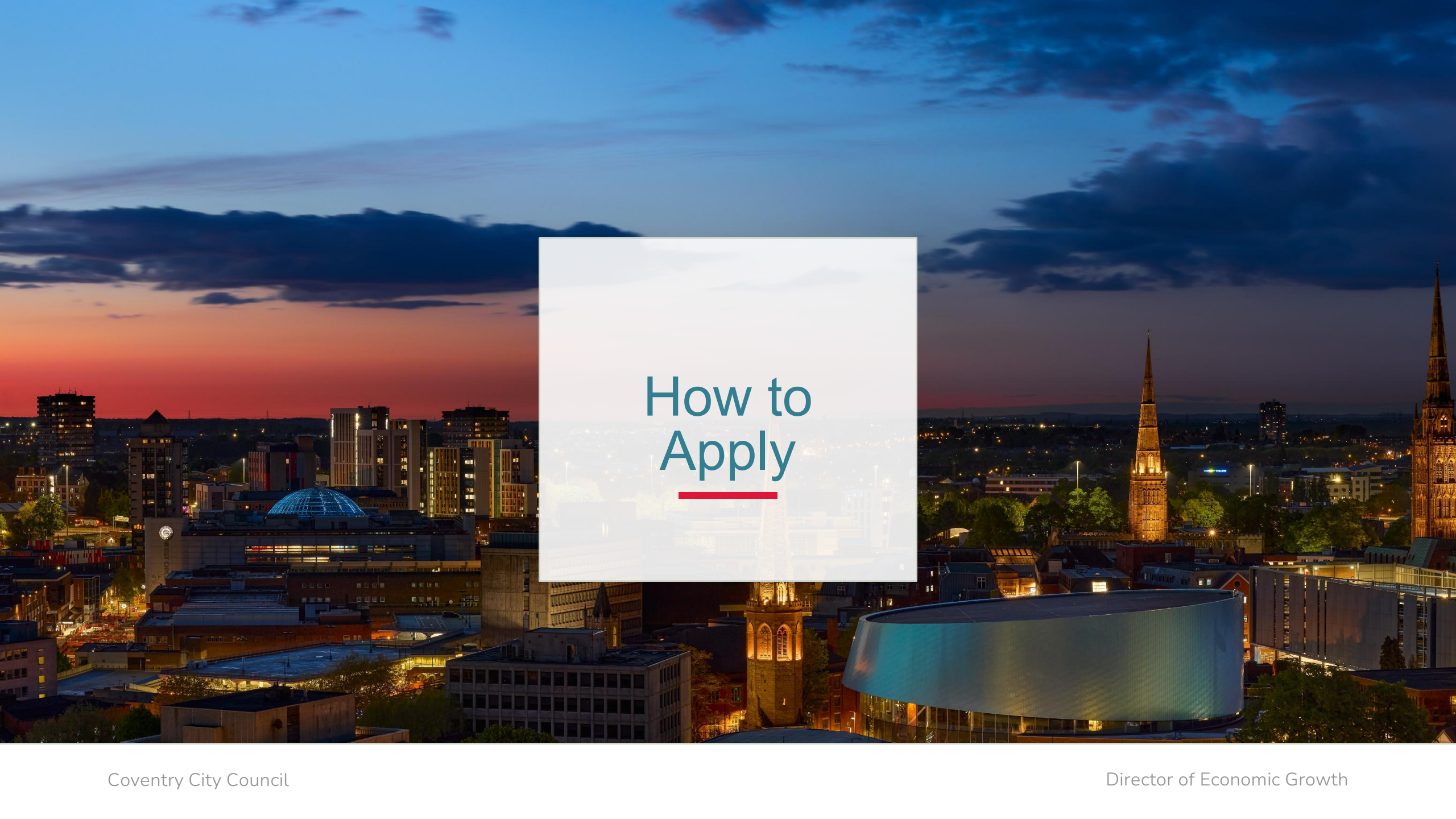


Chief Officer Principles - Nolan Principles

The postholder is required to observe and fulfil the seven principles of public life.

Principle	Expected Standard
Selflessness	Act solely in terms of public interest.
Integrity	Avoid obligations to people or organisations that might try inappropriately to influence work. Do not act or take decisions for financial or other material benefit. Declare and resolve interests and relationships.
Objectivity	Act and take decisions impartially, fairly and on merit, using the best evidence and without discrimination or bias.
Accountability	Be accountable to the public for decisions and actions and submit to the scrutiny necessary to ensure this.
Openness	Act and take decisions in an open and transparent manner. Do not withhold information from the public unless there are clear and lawful reasons.
Honesty	Be truthful.
Leadership	Demonstrate these principles in personal behaviour, actively promote and support them, and challenge poor behaviour wherever it occurs.



A nighttime photograph of the Coventry city skyline. The sky is a deep blue with some clouds. The city lights are visible, including the illuminated spire of St. Michael's Cathedral on the right and the modern, curved, metallic building in the foreground. A semi-transparent white box is centered over the image, containing the text 'How to Apply' with a red underline.

How to Apply

How to Apply

In order to apply, please submit a comprehensive CV along with a covering letter which sets out your interest in the role and encapsulates the aspects of your experience relevant to the required criteria.

The preferred method of application is online at:

www.berwickpartners.co.uk/96403

If you are unable to apply online, please email your application to:

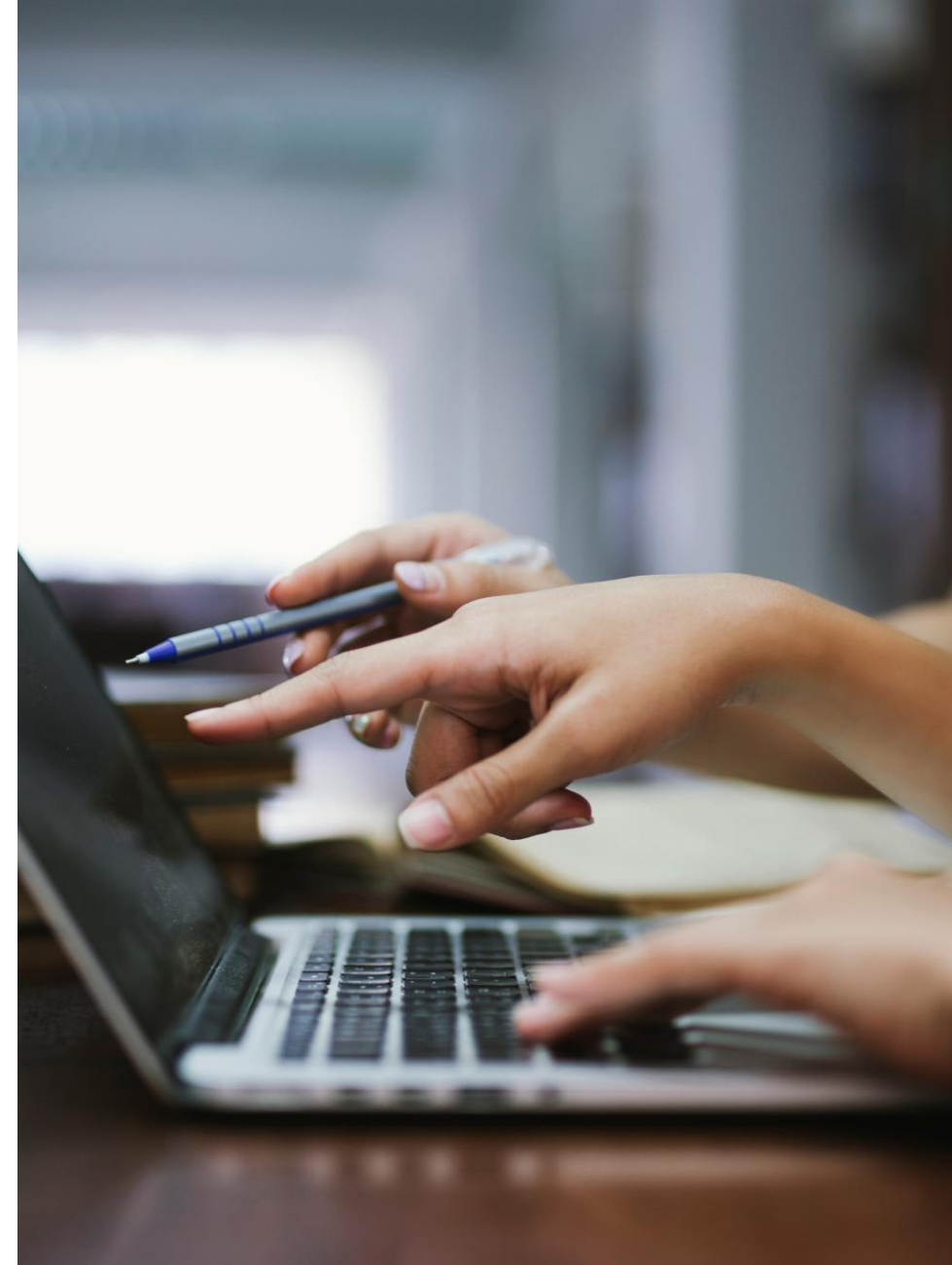
response.manager@berwickpartners.co.uk

All applications will receive an automated response.

All candidates are also requested to complete an online Diversity Monitoring system, which will be found at the end of the application process.

RECRUITMENT SCHEDULE

Closing Date for Applications	Monday 14 th September
Technical Interviews	w/c 21 st September
Final Panel Interviews	Monday 12 th October



How to Apply

For detailed information on how we process your personal data, please review our privacy policy on our website <https://berwickpartners.co.uk/privacy-and-cookie-policy/>

In line with GDPR, we ask that you do NOT send us any information that can identify children or any of your Sensitive Personal Data (racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, data concerning health or sex life and sexual orientation, genetic and/or biometric data) in your CV and application documentation. Following this notice, any inclusion of your Sensitive Personal Data in your CV/application documentation will be understood by us as your express consent to process this information going forward. Please also remember not to mention anyone's information or details (e.g. referees) who have not previously agreed to their inclusion.

For a conversation in confidence, please contact:

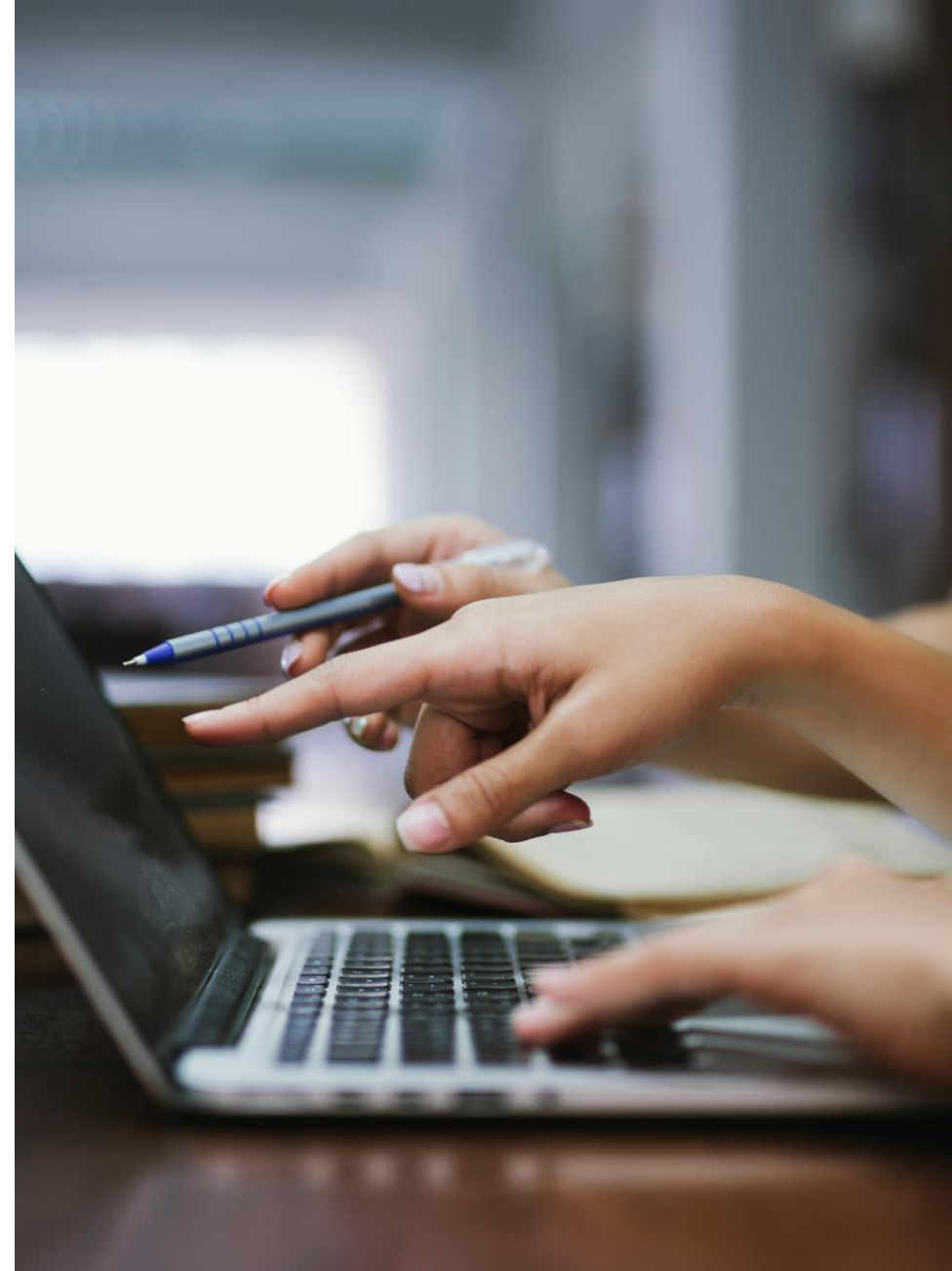
Marek Dobrowolski | Partner

Marek.Dobrowolski@berwickpartners.co.uk

We are committed to ensuring everyone can access our website and application processes. This includes people with sight loss, hearing, mobility and cognitive impairments. Should you require access to these documents in alternative formats, please contact

Victoria.mayes@berwickpartners.co.uk

Also, if you have any comments and/or suggestions about improving access to our application processes please don't hesitate to let us know.





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