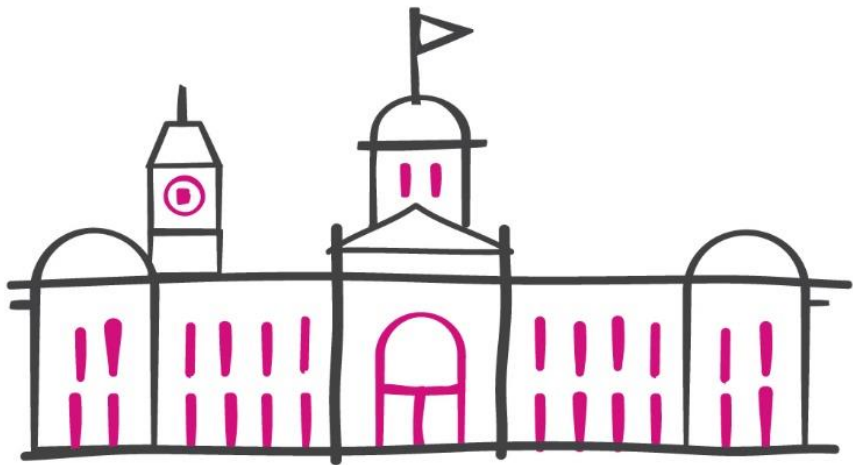


Executive Director, City Operations

Candidate Information Pack
July 2025



Welcome from the Leader of the Council



Birmingham is a city on the up, and whilst we don't always shout about our city, as that's not the Brummie way, ours really is a historic, creative and vibrant city. Home to a population of over 1.2 million people, and with one of the youngest populations in Europe, we have a bright future ahead of us.

As the Leader of Birmingham City Council, I have spent the last two years working to tackle the challenges that our council faces. Crucially, this has meant improving the services that the residents of our city rely on.

Under the inspirational leadership of our Managing Director Joanne Roney, we have assembled a top team that will deliver the change that our residents want to see. The Executive Director of City Operations will complete this top team, taking responsibility for a wide range of services that are vital to the smooth running of Birmingham.

This is a challenging role, but one that will help to shape the future of our great city, tackling the challenges that we face and delivering for our residents in every community across Birmingham.

Cllr John Cotton - Leader, Birmingham City Council



Welcome from the Managing Director



Thank you for your interest in joining Birmingham City Council as our Executive Director, City Operations. On my return to Birmingham City Council in 2024, I made a personal and deep-rooted commitment to give the Council, and Birmingham's residents my absolute dedication and commitment to steer the improvement journey we need to deliver consistently good services for our diverse communities both now and in the future. I pledged to transform the Council at pace, rebuilding public trust, by fixing the things that need to be fixed, whilst looking to the future and inclusive growth.

It is no secret that this has been an exceptionally challenging time for the Council, and the city. Evidently, transformation will rely on bold actions, and challenging decisions to get our finances back on track and implement an ambitious programme of improvement. This journey is very much underway. Our city-wide partnership plan, approved in June, sets out a collaborative community-focused agenda for the next decade, with stretching goals focused on improvement and recovery, but also the things that are important to our residents: growth and prosperity, knowledge and opportunity, safety and sustainability, health and equity, and connectivity.

Our Executive Director, City Operations will join a high calibre leadership team. The post holder will lead a Directorate that matters to our residents, and that maintains the city's infrastructure, environment, and public spaces, whilst ensuring the smooth running of municipal services. We would be interested in hearing from candidates from a range of backgrounds, who possess strong commercial and business acumen, with a successful track record of service improvement, transformation and redesign in a frontline services environment. The post holder will need to be passionate about creating a world-class Birmingham, with an unwavering commitment to delivering the best possible outcomes on behalf of our residents, businesses and visitors.

If this could be you, please contact our recruitment advisers, Veredus for a conversation in confidence.

Joanne Roney – Managing Director, Birmingham City Council



Welcome from Lead Commissioner



As part of a newly created top team, the Executive Director, City Operations is a critical role within Birmingham City Council.

The City Council is subject to supervision by Commissioners whilst it rebuilds itself at pace to satisfy Directions. The Executive team, under the leadership of Managing Director, Joanne Roney, are working together to break down entrenched silos, put the right structures and governance in place, and establish a modern effective Council that can deliver resident focused services whilst living within its means.

Birmingham needs a council that should be able to do things that no other council can do, and we are seeking an Executive Director, City Operations to be part of this top local government challenge.

Tony McArdle - Lead Commissioner, Birmingham City Council



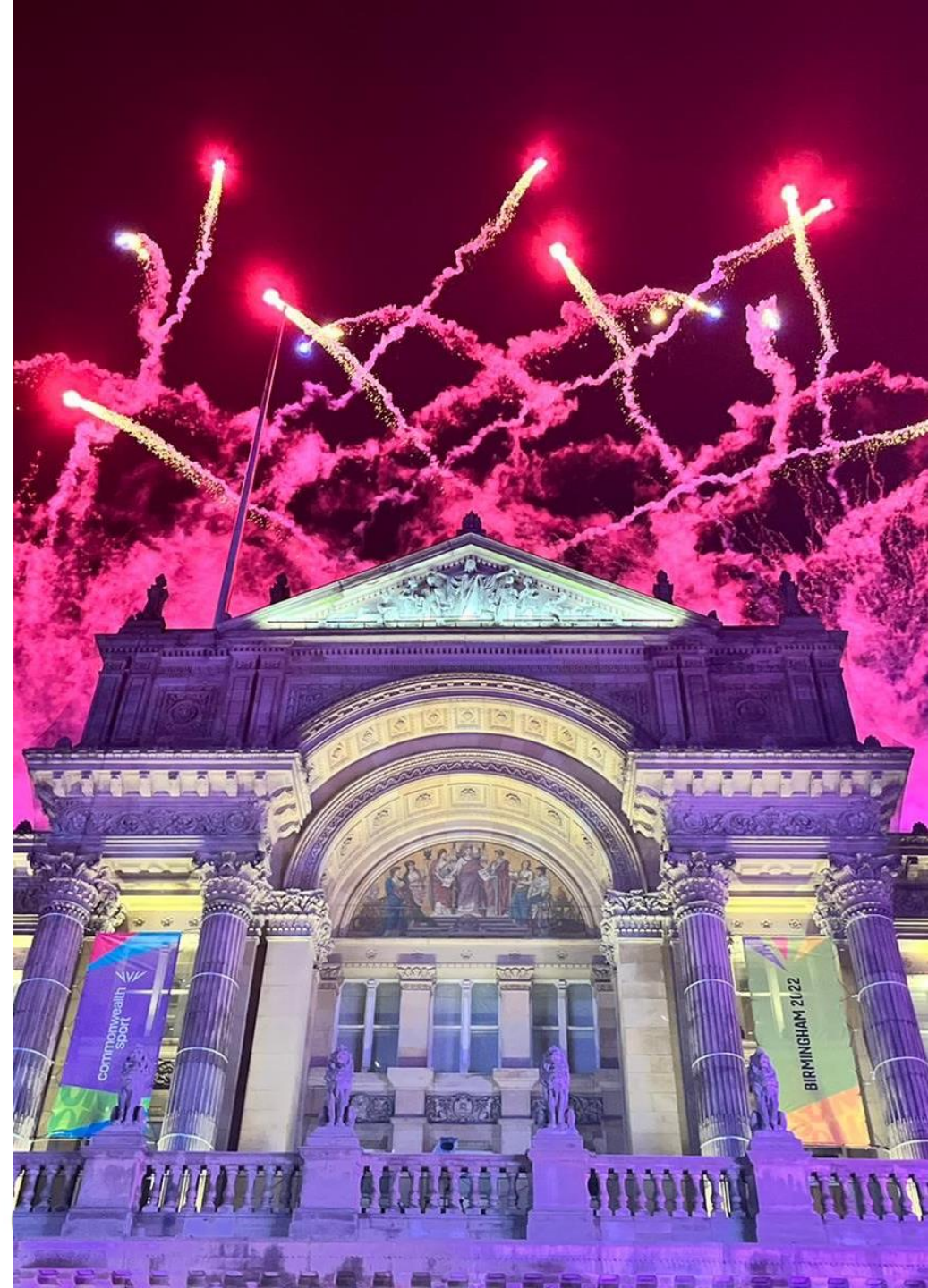
About Birmingham City Council

Birmingham City Council, the largest local authority in the UK and one of the biggest in Europe, stands at the heart of one of the country's most dynamic and diverse cities. Serving over 1.1 million residents, the Council plays a crucial role in shaping the daily lives of its residents, handling all local government functions within its area, including education, housing, transport, culture, economic development, social services, and waste collection.

As the beating heart of a global city, Birmingham City Council continues to lead bold initiatives aimed at creating a greener, fairer, and more vibrant future. Birmingham is one of the greenest cities in the UK, and with over 8,000 acres of parks and open spaces, the Council has redeveloped key public spaces—such as Victoria Square, Waterloo Street, and Colmore Row into pedestrian-friendly zones, supported by £12.8 million in public funding to boost hospitality, walking and cycling access, and urban appeal.

Regeneration is a key agenda for the Council. Major infrastructure projects are reshaping the city skyline, from the transformation of Perry Barr to the New Sports Quarter & Stadium, £1.9 bn mixed-use Smithfield Regeneration Scheme, and Paradise Phase Two.

Transport innovation is another area where the Council is moving ahead. The expansion of the Metro, improvements to cycling and walking infrastructure, and plans to reduce car dependence all reflect a strong commitment to sustainability. The introduction of the Clean Air Zone in 2021 was a landmark move to tackle air pollution and create a healthier city for future generations.



About Birmingham City Council (continued)

The Council also takes pride in its role as a guardian of culture and heritage. From the iconic Library of Birmingham to the Birmingham Museum & Art Gallery and the countless major events and grassroots initiatives, which take place in the city each year. The Council supports this creative spirit, ensuring that arts, music, and community events remain accessible to all.

Birmingham City Council is a major employer and economic driver, responsible for a vast range of services that affect every aspect of city life. Its strategic partnerships with businesses, universities, and voluntary organisations have spurred innovation and job creation, especially in sectors like tech, green energy, and advanced manufacturing.

Like many local authorities, the Council has faced significant financial and administrative pressures, not least the challenge of managing historic pay inequalities. With the support of Government appointed Commissioners, the Council is now driving forward an ambitious recovery programme, focusing on delivering essential services, reshaping non-essential services and considering the future of assets. All, whilst remaining committed to long-term strategic goals, including addressing climate change, improving transport infrastructure, and ensuring Birmingham benefits from regional regeneration initiatives, including the legacy of hosting the 2022 Commonwealth Games, which brought global attention and investment to the city.

 [Birmingham City Council Homepage](#)



About City Operations

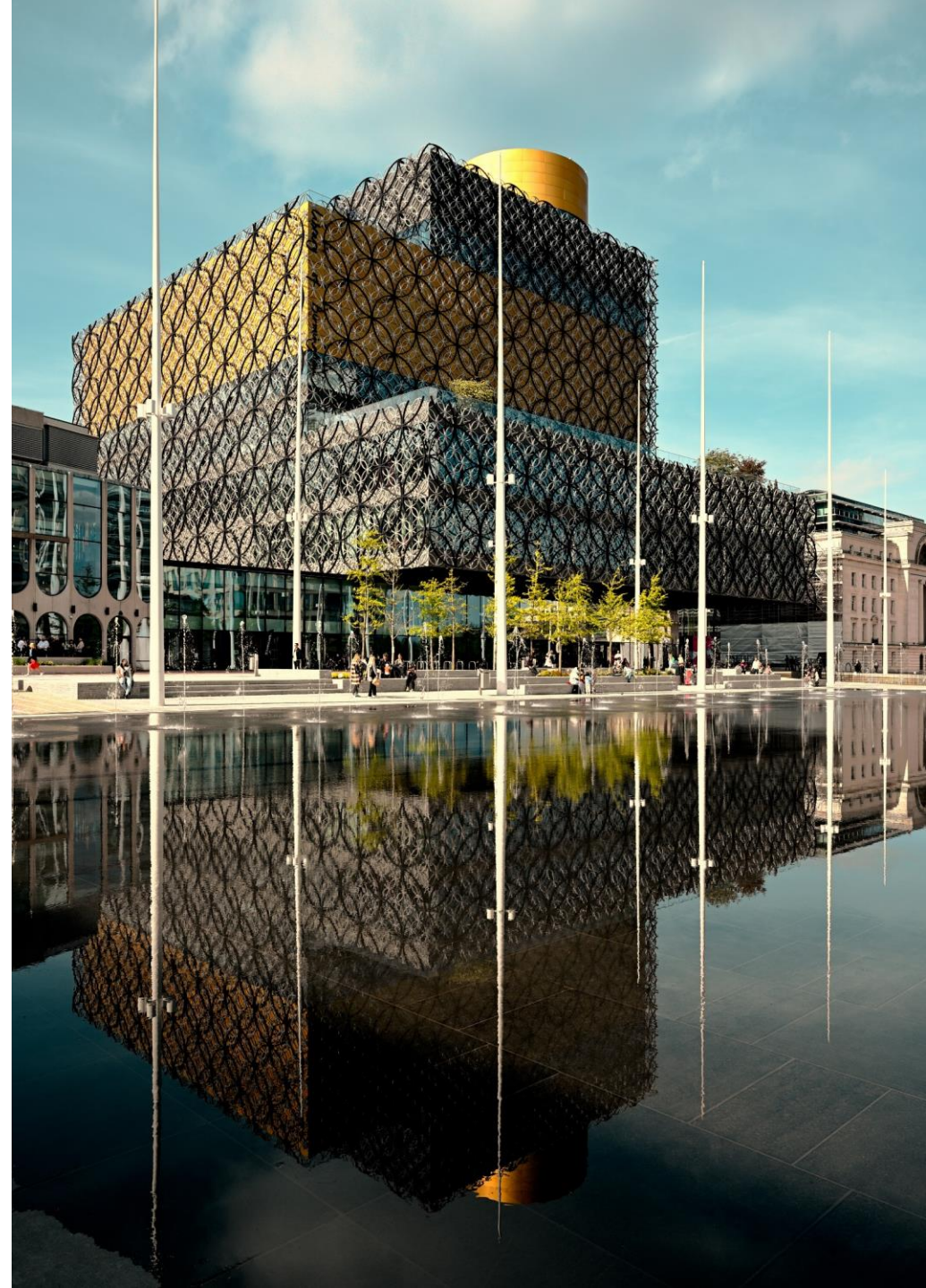
City Operations is a key Directorate within Birmingham City Council. It is responsible for delivering essential frontline services that directly impact the daily lives of residents, businesses, and the thousands of people who visit the city every day. As part of the Council's broader organisational structure, the Directorate plays a pivotal role in maintaining the city's infrastructure, environment, public spaces, and ensuring the smooth running of core municipal services.

The Directorate oversees a broad portfolio of operational services, including waste management, street cleaning, highways maintenance, parks and open spaces, fleet and transport services, environmental services, bereavement services, and regulatory functions such as environmental health and trading standards. These services are critical to maintaining public health, safety, and quality of life across Birmingham's diverse communities.

Enforcement; Environment; Highways and Infrastructure; Neighbourhoods; Community Safety, Cohesion and Resilience.

One of the Directorate's major responsibilities is waste and refuse collection, which includes domestic waste, recycling services, and fly-tipping clearance. Despite significant challenges in this area, the City Operations Directorate has made great progress in recent years to improve performance, streamline services, and increase recycling rates. It continues to focus on modernising waste operations and improving service reliability and environmental sustainability.

The highways and transport function is another key component, with responsibility for maintaining Birmingham's extensive road network, street lighting, and traffic management systems.



About City Operations (continued)

The Directorate works closely with Transport for West Midlands (TfWM) and other stakeholders to deliver improvements in road safety, accessibility, and congestion management, while also supporting active travel initiatives such as walking and cycling infrastructure.

Parks and open spaces management falls under the Directorate's remit, ensuring that the city's numerous green spaces, nature reserves, and public gardens are well-maintained and accessible. These areas are vital for public wellbeing, leisure, and biodiversity, and the Directorate plays an active role in conservation and community engagement.

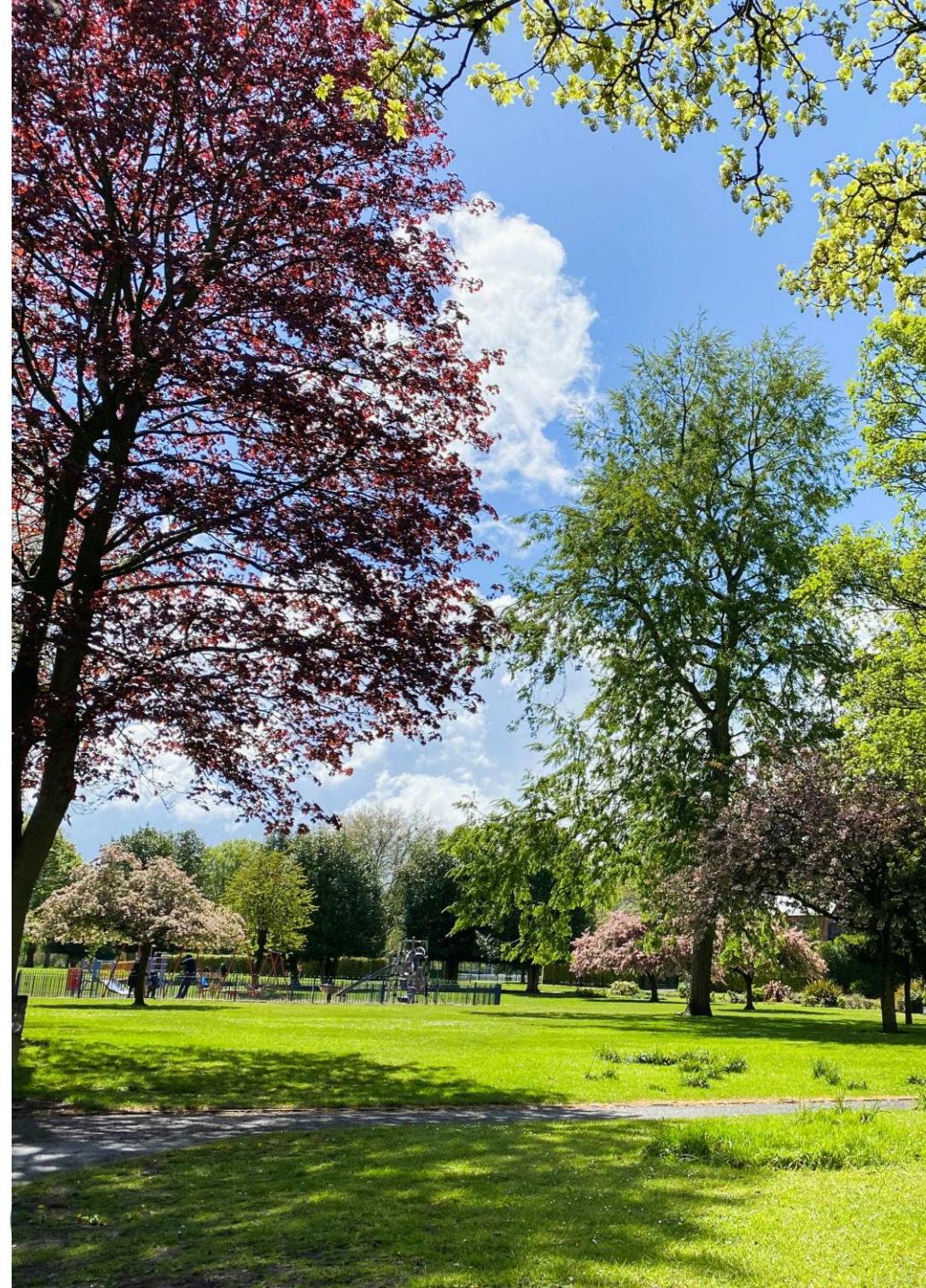
The Directorate also manages bereavement services, including cemeteries and crematoria, ensuring that sensitive and respectful services are available for the city's residents.

In addition, the Directorate provides regulatory and enforcement services such as environmental health, noise pollution

control, trading standards, and licensing – all vital to protecting public welfare and ensuring legal compliance by businesses and individuals.

Sustainability and climate action are increasingly embedded within the Directorate's operations. It supports the Council's Climate Emergency Declaration by promoting cleaner transport, reducing carbon emissions through fleet electrification, and encouraging greener waste and recycling practices.

In recent years, the City Operations Directorate has operated under increasing financial pressure due to budget constraints and broader fiscal challenges. Despite these difficulties, the Directorate has been working to deliver efficiencies, prioritise essential services, and explore new ways of working – including digitisation, partnerships, and community involvement – to maintain high service standards.



Role Profile

Job Title: Executive Director, City Operations

Reports to: Managing Director

Grade: Director - B03

Organisational Accountabilities

The Managing Director's priorities, which will drive the organisational accountabilities for senior post holders have been established. Birmingham City Council must undergo a fundamental reset in terms of how it thinks, feels and acts to properly contribute towards tackling inequality and improving the life chances of residents, as well as creating a positive and productive place for staff to work.

The postholder in this very senior management role will be expected to lead transformation of our services in line with strategic priorities defined in the corporate plan. Operational excellence, and a relentless focus on the needs of residents and businesses will need to be front of mind.

The postholder will be required to set expectations of high performance, empowering staff to excel by promoting collaboration, professional development and accountability. The postholder will contribute positively to the development of the Council's culture over time.

The postholder will ensure teams deliver effective services which are focused on the user through community links and strategic partnerships to reduce costs for the Council over the short, medium, and long term.

This role is part of the Corporate Leadership Team (CLT). This team will be the postholder's 'first team', and, as a whole this team is accountable for the overall success of the organisation. Leadership is collegiate, and our residents and our staff should not be able to see the join between delivery and enabling directorates.

Role Requirements:

- Use insight and expertise to give advice to the Managing Director, and to share thoughts and ideas with colleagues and elected members.
- Provide authentic leadership and direction to the organisation by creating a vision and strategy for the portfolio, through acting as a role model for our leadership behaviours and culture across the organisation.
- Contribute widely to the creation of an organisation that is equitable and creates a sense of belonging for its workforce.
- Be accountable for creating and proactively leading change initiatives which support the Council's longer-term vision.
- Work collaboratively with the Member portfolio holder(s) to agree the strategy and approach to the delivery of services, including reporting on service performance.
- Work collaboratively with senior politicians and colleagues to identify sound commercial, digital and innovative outcomes to meet our ambition and support the delivery of best possible outcomes for our service users.
- Be accountable for the development of productive and purposeful networks and partnerships to enable Birmingham to meet the most complex social and economic challenges. Ensuring equality and diversity is considered as part of all decisions made.
- Be accountable for effective deployment of agreed finance, people and other resources demonstrating value for money, with statutory and financial obligations.

Role Profile (continued)

Job Purpose

This is a diverse role, covering a wide range of service areas such as; Operations (Neighbourhoods), Environment and Regulation. The breadth of this role will require a thoroughly experienced strategic and operational leader. The portfolio is broad, and we need a leader with a track record of delivering comparable services at scale.

This is a high-profile role, and the postholder will need to build partnerships to influence and facilitate system-wide change across the public sector, working in the Council's local communities. The successful candidate will also need political nous and experience of working in a similar public or private sector operating environment, translating strategy into operational delivery and playing a critical role in the Council's overall transformation journey.

Strategic Responsibilities

- Strategic leadership for the Council's largest customer and community facing Directorate; ensuring services are performing at their best and that resources are aligned effectively and used efficiently for maximum benefit to taxpayers and customers.
- Working across the organisation, and with city partners to build the capacity of our communities, and enhance our city and neighbourhoods, ensuring they are vibrant, resilient, clean and safe places where people choose to live, work and spend time.
- The role will work collaboratively across a complex environment,

promoting close working relationships with a range of multi-agency stakeholders.

- Support the Managing Director to develop and deliver the strategy and direction for city focused services and provide clear and visible leadership to the Directorate and relevant functions within it so resources are brought together in a coherent way to deliver.
- Identify accurate benefit measures and monitor benefits realisation for all service areas and partners to ensure that programmes of work are being successfully implemented to support the achievement of the strategy and its outcomes.
- To hold overall strategic, operational, financial and managerial accountability for the portfolio of services within the Directorate.

Role Profile (continued)

Service Accountabilities

- Provide strong leadership to achieve measurable, continuous improvement and value for money services, understanding the costs of service delivery and making effective resource choices to support this.
- Provide strategic leadership and forward planning to ensure the continued safe disposal of all waste and the efficient management of all facilities operated by the Directorate (e.g., recycling centres, waste transfer stations etc).
- Establish a customer-focused culture across the Directorate and drive service improvement through a clear understanding of different customer, community and stakeholder needs and motivations and ensure the application of learning to service design and delivery.
- Act as the Council's lead adviser on emergency and resilience planning, providing strategic leadership and oversight to the continuing development, improvement and implementation of the Council's emergency plan and co-ordinated emergency response arrangements; influencing and ensuring effective partnership working with all relevant external agencies and bodies.
- Manage appropriate forums and partnerships, such as the Policing and Community Safety Partnership.
- Environment services – dealing with issues such as access to our green infrastructure, flood risks and the cleanliness of the city.
- Recycling and waste services – looking after Birmingham's recycling centres, domestic waste, initiatives to reduce landfill and implementing a waste strategy.
- Drive and manage cultural change; energise staff and build aspirations and morale; ensure roles and responsibilities are defined with a clear focus on outcomes; recognise individual and team contributions; and embed a managed risk approach with timely decision making and administration.
- Be the principal adviser on all city operations for the council's elected members and to establish and maintain the trust and confidence of elected members across the political spectrum.
- To work with the City Mayor and Council's Leadership Team to develop and implement strategic programmes of activity, ensuring the operational alignment of services, and delivery of outcomes, in the priority areas for the Council.
- Lead the Directorate in a way which enhances the strong public image of the Council, assessing performance on a regular basis and ensuring the organisational structure of the Directorate is appropriate for the delivery of effective, value for money services.
- To be accountable for the improvement of the delivery of city services to the public, users and Council.
- To ensure positive internal and external communications on services performance and initiatives, seeking and giving feedback to customers, partners and other stakeholders where necessary.
- To ensure, alongside the Legal and Assurance team, that the Council fulfils its legal and audit related obligations in the delivery of services and is statutorily compliant.
- Respond to the challenges of Birmingham's diverse population and workforce, developing and implementing strategies aimed at removing barriers to access and participation.

Recruitment Process and How to Apply

The attraction strategy for this role will be supported by our recruitment advisers, Veredus. To apply you will need to submit the following documentation, via the Veredus website – www.veredus.co.uk, quoting the reference number **692 – Executive Director, City Operations** by no later than **23:59 on 18th August 2025**:

- Your current CV with educational and professional qualifications and full employment history, explaining any gaps in your employment history, giving details where applicable of budgets and numbers of people managed, highlighting relevant achievements in recent posts.
- The names of at least two referees who may be contacted at shortlist stage, i.e., before the final interview, describing in what capacity and over what period of time they have known you. Referees will not be contacted without your consent.
- A completed [Diversity Questionnaire](#)

Birmingham City Council is committed to achieving a workforce that reflects the society it serves, at all levels including the most senior. Collecting this information enables us to identify whether we are recruiting from the widest possible pool of talent and check that all groups are being treated fairly throughout the process. Your Diversity Questionnaire will be stored separately from your application and will not be disclosed to anyone involved in assessing your application. If you do not wish to provide a response to a particular question, you should complete the 'prefer not to say' option.

All submissions will receive an on-screen acknowledgement when you apply through the Veredus website.

At Veredus, we take care to protect the privacy of our candidates and clients. To read more about how we collect, store and share your data please read our privacy notice which can be accessed here:

- [Veredus | Privacy Policy](#)

Should you encounter any issues with your online application please get in touch with us via: centralgovernment@veredus.co.uk

To arrange an informal conversation in confidence, please contact our recruitment advisers at Veredus:

- Laura Spurgin, Director of Government Services on laura.spurgin@veredus.co.uk or +44 7756 213 903.
- Andra Parvu, Associate Consultant on andra.parvu@veredus.co.uk or +44 7763 202 178.

We want to make sure our recruitment process is as accessible for you as possible. If you need helpful adjustments due to a difference, condition, or disability, please let us know and we will do our best to accommodate any adjustments you may need.

Recruitment Timetable

Activity	Date
Closing date for receipt of applications	23.59 on 18 th August 2025
Preliminary interviews (with Veredus)	w/c 18 th August 2025
Technical interviews	1 st September 2025
Stakeholder meetings	September 2025
Final interviews	September 2025

Please note the indicative recruitment timetable may be subject to change. Please advise Veredus of any availability issues as soon as possible.

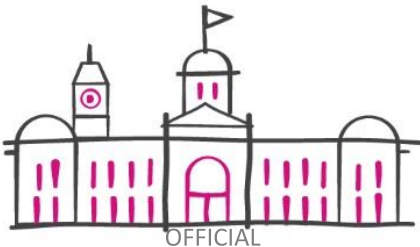
Veredus will review all applications received, and candidates may be invited to an initial screening interview, which will inform the longlisting exercise.

Candidates selected at the longlist meeting will be invited to a technical interview with:

- Joanne Roney – Managing Director, Birmingham City Council
- Tony McArdle – Lead Commissioner, Birmingham City Council
- Jackie Belton – Commissioner, Birmingham City Council
- Neil Fairlamb - Strategic Director – Neighbourhoods, Manchester City Council

Following the shortlist meeting, candidates will be invited to participate in meetings with key stakeholders, and a final interview with elected members.

Please note that due diligence checks may be undertaken on shortlisted candidates.



Welcome to Birmingham

Birmingham is a vibrant, diverse, and dynamic city located in the heart of England. As a global city, and the UK's second largest, it offers a unique blend of history, culture, innovation, and opportunity making it a great place to live, work, study, and visit.

Cultural Diversity: Birmingham is one of the most culturally diverse cities in the UK, home to communities from all over the world. This diversity is reflected in the city's food, festivals, languages, and places of worship, creating a rich and inclusive environment. From the annual Birmingham Mela to the Caribbean Festival and Chinese New Year celebrations, the city embraces multiculturalism at its core.

Connectivity: Located in the West Midlands, Birmingham is exceptionally well-connected. It sits at the centre of the UK's road and rail network, making travel easy and efficient. The city is less than 90 minutes from London by train and is served by Birmingham Airport, which connects to major international destinations. The ongoing HS2 (High Speed 2) rail project will further boost connectivity and economic potential.

Thriving Economy: Birmingham has a strong and diverse economy, with key sectors including finance, digital technology, advanced manufacturing, and professional services. Major companies like HSBC, PwC, and Goldman Sachs have regional or national headquarters in the city. Birmingham is also a hub for start-ups and entrepreneurs, with strong business support and a growing innovation scene.

World-Class Education: The city is home to several leading universities,

including the University of Birmingham, Aston University, and Birmingham City University. These institutions attract students from around the world and contribute to the city's research and innovation. The city also has a strong network of colleges and schools, making it a great place for families.

Rich History and Heritage: Birmingham played a key role in the Industrial Revolution and has a proud heritage in manufacturing, engineering, and invention. The city's past is preserved in its historic buildings, canals, and museums, such as the Birmingham Museum and Art Gallery, the Jewellery Quarter, and the Black Country Living Museum nearby.

Green Spaces and Recreation: Despite being a major urban centre, Birmingham is one of the greenest cities in the UK, with over 8,000 acres of parks and open spaces. From Cannon Hill Park to Sutton Park, there are plenty of places to relax, walk, cycle, and enjoy nature.

Vibrant Arts and Food Scene: Birmingham has a lively cultural scene, with renowned theatres like the Birmingham Hippodrome, Symphony Hall, and a thriving independent arts community. It's also a top destination for food lovers, known for everything from Balti curries to Michelin-starred restaurants.



[Visit Birmingham - Official Website for Tourism, Events and Information](#)

 **RESET**

 **RESHAPE**

 **RESTART**