****JOB DESCRIPTION

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| Job Title | Strategic Design Lead | Post Number | P1031 |
| Grade | M1 | Service Area | Planning and Infrastructure |
| Special Conditions | Politically restricted post.  Attendance at evening committee and occasional evening public meetings, exhibitions.  Fully mobile: Access to own vehicle and ability to travel to sites and meetings across both Districts, potentially in isolated areas. | Additional Benefits | Casual car allowance  Protective clothing – in connection with site visits |
| Authorised by | Director of Planning and Infrastructure | Date | July 2025 |

**Job Purpose**

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| The purpose of this role within the Council is: | To provide specialist professional urban design advice and support to the Council with specific reference to master planning for strategic sites and projects, development briefs and the development of design policy guidance to assist in delivering distinctive, sustainable, well connected and high quality places.  To be the strategic lead for urban design, shaping the built environment across the district.  To lead and manage a team of urban designers, providing strategic direction, professional development, and quality assurance to ensure the delivery of high-quality, distinctive, and sustainable places |
| Responsible for demonstrating commitment to delivering the Councils’ values of great customer service, openness and accountability, innovation and improvement, and fairness and respect. | |
| Responsible for championing and demonstrating the Council’s Leadership Behaviour Framework by inspiring, communicating, collaborating and empowering self and others, and leading by example. | |
| The postholder works for: | The Head of Natural, Built & Historic Environment |
| The postholder manages \supervises: | Urban Design Team members |

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| **Key Accountabilities (All accountabilities will be carried out in line with the Council’s policies, procedures and relevant regulations and legislation)** | |
| 1 | Leadership and Team Management  Provide strategic leadership and line management to the urban design team, fostering a collaborative, innovative, and solution-focused culture. Oversee work allocation, mentoring, performance management and professional development to enable the delivery of high-quality outcomes. |
| 2 | * Strategic Design Advice * Lead negotiations and the provision of professional urban design advice for strategic sites, major development proposals and infrastructure projects and other complex sites. Ensure advice provided by the team is timely, clear, concise, robust, solution-focused, and delivered effectively in written and graphic form as appropriate. |
| 3 | Design Strategy & Policy Development Drive the development and implementation of design and place-making strategies, tools, and assessment methodologies including design codes, site briefs, guidance and other policy documents to deliver the Council’s vision for high-quality, distinctive places. |
| 4 | Development Management Support Oversee, guide and provide urban design input into Planning Performance Agreements, Pre-application advice, planning applications, discharge of conditions and appeals, ensuring alignment with performance targets and strategic objectives. Act as expert witness at examinations and inquiries, representing the Council’s urban design position. |
| 5 | Cross-Disciplinary Collaboration Collaborate with colleagues across Planning & Infrastructure, other Council services and adjoining authorities to ensure integrated, place-based solutions. Provide strategic urban design input into corporate and multi-agency projects. |
| 7 | Stakeholder Engagement & Representation Represent the Council in high-level discussions with developers, stakeholders, and community groups. Lead or support public consultation and engagement events on urban design-related projects and policies. |
| 8 | Training & Capacity Building Lead the development and delivery of urban design training for officers, elected members, and Design Champions, promoting design literacy and best practice across the organisation. |
| 9 | **Other Duties** Undertake other duties commensurate with the role as required by the Head of Service or Director of Planning and Infrastructure. |

**NOTES:**

1. Duties will inevitably develop and change as the work of the Council changes to meet the needs of our customers. Employees should therefore expect periodic variations to job descriptions, and the Council retain this right. This job description will be supplemented on a regular basis by individual objectives derived from Council strategies.
2. Where an applicant or an existing employee is or becomes disabled (as defined by law) and inform the Council fully of their requirements reasonable adjustments will be made to the job description wherever possible.

KEY REQUIREMENTS

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| Qualifications (or knowledge and experience at an equivalent level) | Essential | Desirable |
| Post-graduate qualification in urban design or related topic that can include:   * architecture * built environment * urban planning | E |  |
| Chartered membership of a relevant professional institute or body (e.g. RTPI) |  | D |

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| Experience | Essential | Desirable |
| Experience in leading and managing an urban design team providing strategic direction, mentoring, and quality assurance to ensure the delivery of high-quality design outcomes. | E |  |
| Extensive experience in providing professional and technical urban design advice to local authorities, customers, residents and stakeholders, with a focus on strategic sites and complex projects. | E |  |
| Demonstrable ability to develop, promote, and implement urban design policy, guidance, and tools that support place-making and high-quality development. | E |  |
| Strong background working within planning environments, with a deep understanding of planning processes, policy development, and development management. | E |  |
| Significant experience in local government, including the delivery of planning and urban design services within a political context. | E |  |
| Skilled in leading and/or contributing to multi-disciplinary teams, with a track record of successful project delivery in both leadership and collaborative roles. | E |  |
| Experience working across diverse contexts, including both urban and rural environments, with an understanding of the unique challenges and opportunities each presents. | E |  |

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| Skills Required | Essential | Desirable |
| In depth knowledge of and ability to communicate urban design principles together with practical knowledge of UK planning system, building construction and landscape design. | E |  |
| Experience evaluating and preparing masterplans, concept diagrams, development briefs and related design guidance for strategic sites. | E |  |
| Ability to assess the implications for development viability arising from Master Plan / development brief proposals, and to identify effective and pragmatic solutions to resolve multi-disciplinary issues | E |  |
| Ability to present reports and advice to a high quality including both written and graphical communication | E |  |
| Proven ability to lead and support negotiations with a wide range of professional / technical bodies and stakeholders. | E |  |
| Proven ability to manage and prioritise both your own workload and that of a team, ensuring timely delivery of projects and consistent achievement of performance targets. | E |  |
| Demonstrates a strong ability to take initiative and proactively develop the skills needed to effectively deliver both individual and team responsibilities. Brings a forward-thinking mindset and manages workload independently. | E |  |
| Excellent verbal, written and graphic communication skills. | E |  |
| Knowledge of, and ability to use Adobe Creative Suite, AutoCad / Sketch Up or similar IT software to develop and present urban design concepts and proposals | E |  |
| Experience and knowledge of GIS, and standard office systems including good practical knowledge in windows based systems. | E |  |

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| Behaviours | Essential | Desirable |
| Sets clear direction aligned with organisational goals. | E |  |
| Acts with integrity, fairness, and consistency to build trust and credibility and takes responsibility for outcomes. | E |  |
| Communicates clearly and listens actively, and fosters strong, cooperative relationships. | E |  |
| Supports the growth of others through feedback, coaching, and recognition. | E |  |
| Makes informed decisions and solves problems effectively. | E |  |
| Plans and delivers work efficiently, manages resources effectively, and adapts in response to changing circumstances and priorities. | E |  |

Note: Applicants who are disabled (as defined by law) will be guaranteed an interview if they meet the essential criteria provided that this information is noted under the relevant section of the application form.