



Application Information Pack

Director: Education and Skills

Up to £114,004 per annum

www.telford.gov.uk/newdirectors

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Welcome

Dear applicant

Telford and Wrekin is a great place to live, work, visit and do business.

We've an exciting vision and ambitious plans for Telford and Wrekin to protect, care and invest to create a better borough and to foster a real sense of pride in our community. Our senior management team will deliver these plans and key new priorities at pace.

The Council is now looking for a new Director of Education & Skills to ensure that we are fit for the future, and our children and young people are able to thrive.

In all we do, we will continue to seek new ways to work in partnership and co-operation with our communities and partners to understand their priorities and address them. Underpinning this are our Co-operative Values of Openness and Honesty, Ownership, Fairness and Respect and Involvement.

The successful applicant will have a real opportunity to lead and drive change, supported by a passionate, hard working group of members and colleagues.

The role will be challenging, varied, exciting and above all rewarding, and knowing our staff and management teams, with fun along the way too.

I look forward to receiving your application.

David Sidaway

Chief Executive

About Telford & Wrekin

Telford is located beside the M54, giving access to the M6 within 15 minutes and connectivity to the M5, M42 and M1. Telford is approximately 2 hours from London, 1 hour 45 minutes from Manchester and only 45 minutes from Birmingham.

Telford & Wrekin is rightly described as a place of contrasts - the rural and historic sitting alongside 'new town' housing and modern industrial estates. Given new town status in the 1960's, Telford has grown rapidly over the past 50 years around existing Borough towns including Madeley, Wellington, Oakengates, Hadley and Dawley. Two thirds of the Borough surrounding Telford is classified as rural, and includes the historic Ironbridge Gorge UNESCO World Heritage Site, the symbol of the Industrial Revolution.

Our population is one of the fastest growing in the country, with growth of 15% between 2014 and the latest estimates for 2024 – the highest for a West Midlands upper tier local authority. As the population is growing it is ageing and becoming more diverse. Between 2014 and 2024 there was a 28% increase in the number of people aged 65+ in the borough – the fourth largest increase in any upper tier local authority. Census data showed that 17% of the population were from an ethnic minority in 2021 – up from 10% in 2011.

Telford and Wrekin is a place of socio-economic contrasts with parts amongst the most deprived, comparable with inner cities, and the least deprived nationally. We have 15 neighbourhoods (out of 115) in the 10% most deprived nationally and 4 in the 10% least deprived in England.

The Borough has a diverse manufacturing sector, a burgeoning tourism sector and research and development facilities. It has a strong focus on manufacturing - important sectors of the local economy include polymers and advanced engineering- as well as food and drink, construction and retail.

Telford is a regional and national focal point for both housing and job growth. 2014 saw the opening of Southwater: a £250m town centre development including a range of cultural, leisure, retail and event facilities, which has since been expanded with the addition of a new hotel and additional retail outlets.

In 2025 we were named as one of the 20 greenest places in the UK, with more than 2,500 hectares of green spaces and open areas. 90% of our Borough's households are within 300m of accessible green spaces.

There are lots of ways to get around the Borough. There is an extensive public transport network, including buses and trains. There are also numerous cycle tracks, bridleways and footpaths. Telford and Wrekin is a great place to bring up a family, alongside the extensive range of leisure and cultural activities.

As an organisation we are laser-focussed on our vision to **“protect, care and invest to create a better borough”** and have a robust track record of delivery, including:

- A 2025 LGA peer challenge, which praised Telford & Wrekin Council as a “high performing authority”
- Children's social services judged as outstanding by OFSTED
- Adult Social care judged as good by the CQC
- being among the UK's top areas for predicted high-growth businesses in 2026
- being an economic powerhouse for the region and our country, recently announced as the location for one of the Government's five new Defence Technical Excellence Colleges and a new defence facility
- development programmes that have transformed Telford town centre and are now delivering on our exciting plans for Station Quarter
- some of the best roads in the country
- excellent in-house leisure offer, second to none
- a brilliant cultural and events programme and work to deliver a new theatre for the Borough

As a Co-operative Council, how we deliver is as important as what we deliver. All that we do as an organisation is underpinned by our co-operative values of openness and honesty; ownership; fairness and respect; and involvement.

We also know that our achievements are founded on our brilliant workforce. They are core to our success as an organisation. They are committed to what we are seeking to achieve with our latest staff survey showing that 92% of employees understand how their role contributes to the council's priorities.

We have a track record of sound financial management.

Looking forward, we are clear on the future direction for the organisation and the Borough. We have a 10-year vision agreed with our strategic partners that sets out our ambitions for the borough and the challenges that we need to tackle to deliver on our own levelling-up agenda. Our focus through this vision is to build a more inclusive borough.

In addition to being named LGC Council of the Year for 2025, we were also named MJ Local Authority of the Year in 2022, while in 2021 we were both APSE Council of the Year and Co-operative Council of the Year.

The Role

Reporting to the Executive Director for Children's Services and Public Health, you'll lead a broad portfolio spanning SEND, school improvement, access and sufficiency, alternative provision, the Virtual School, skills, and wider leadership across education and early help.

The Council is proud of its strong performance, including an Outstanding Ofsted judgement and a top-tier Area SEND inspection outcome. Yet we remain ambitious to drive even greater inclusion, consistency and outcomes across the system.

A key priority will be leading the system response to growing SEND, sufficiency and DSG pressures, ensuring children and young people can access the right support at the right time. Implementation of the SEND reform plan will also be a major focus, requiring strong strategic leadership and a relentless focus on inclusion, sustainability and improved outcomes. Alongside this you'll drive school improvement, strengthen skills and employment pathways, reduce NEET levels, and help shape future school place planning.

This is a highly influential, system-facing role requiring close collaboration with schools, MATs, health partners, the voluntary sector and elected members. You'll chair key partnerships and play a visible role in regional education forums and corporate leadership across the council. Collaboration is central to how we work, with education playing a vital role in our "One Council" approach to improving outcomes for children, young people and communities.

Job Description

A member of the Senior Management Team of the Authority having key responsibility and accountability for ensuring that the Administration's priorities and policies are translated into action plans and delivered via a cost effective and efficient services.

To be responsible for the day-to-day performance of services within the directorate, managing staff and budgets and ensuring that appropriate business planning processes are in place.

Responsible to the Executive Director: Children's Services

Responsible for: Heads of Service/Leads and the Virtual School Headteacher

Major Tasks

Be responsible for performance of specific services within the directorate including:

- Achievement & Enrichment
- SEND
- Alternative Provision
- Access & Sufficiency
- Virtual School
- Skills
- Arthog Outdoor Education Centre

Be responsible for specific major tasks as delegated by the Executive Director/Chief Executive including:

- Be the lead local authority officer for all matters relating to education, schools and skills by being the direct link between local authority, school and college leaders particularly head teachers, school governors and academy sponsors and principals.
- The statutory education duties of the Local Authority.
- Lead on the requirements of the SEND Reforms and subsequent activity as the "system convenor".
- Leading on the implementation of the SEND reform plan.
- Working across services ensuring there is "join up" with critical parts of the children's System, ensuring alignment to system reform.
- Oversight of standards of attainment and achievement in all schools within the Borough including Free Schools and Academies.
- Strategic development of the skills agenda on behalf of the Council to improve local people's prospects through education and skills with a

particular focus on protecting and supporting our most vulnerable children and adults.

- Leading on performance for the service.
- To be responsible of budget management of the Service including the Designated Schools Grant, and delivery of budgetary targets.
- To support and promote the provision of high-quality education and skills support across all Local Authority Schools and settings.
- Development of appropriate systems for supporting student centred approaches to teaching and learning.
- Providing support and challenge to all staff working within educational services or schools to ensure that the needs of young people are met.
- Provision of a business support service across education, skills and corporate parenting, capable of supporting relationships between schools, and councils.
- Working with schools to implement the 'Belonging Strategy so that all pupils feel settled and supported in schools and exclusions are reduced.
- Ensuring that all children in our care are valued and supported to stay safe, healthy, enjoy life, achieve and are given the assistance to make a successful transition to adulthood.
- Engaging with key partners, locally and regionally in the development, planning and delivery of effective partnership arrangements within schools, colleges and settings to ensure coordinated provision and effective working relationships.
- Working with school and college leaders and governing bodies to enhance the quality, effectiveness and responsiveness of education and skills services.
- Complying with statutory guidance and relevant legislation including and liaising with outside bodies including the DfE, Ofsted and the Regional Schools Commissioner.
- Ensuring that vulnerable children and young people in the Borough are safeguarded from harm, neglect and abuse.
- Delivery of the required system change and play a key role in developing integrated working practice across public and voluntary sector services.

Be responsible for the following generic Director tasks:

- Lead the service's contributions to the Council's Vision and the Vision for the Borough (Vision 2032), engaging with both members and the community, and strengthening partnership working as part of the co-operative Council working model.
- Help to shape Corporate Strategy and priorities, coupled with organisational and service performance and direction, through participating in and working collaboratively with colleagues to foster corporate working, innovation, sharing ideas and learning.

- Deputise for Executive Director/Chief Executive when required.
- Work closely with elected members supporting them in their roles, advising them on strategic and operational issues within their services. Will also act as senior contact for an identified group of ward members.
- To develop strong working relationships with senior officers and members from partner organisations all as part of the Vision and Values of the Council.
- To manage all resources creatively and effectively in order to maximise their contribution towards delivering the Co-operative Council priorities.
- To lead staff within services reflecting a progressive management approach which takes on equalities, development and Co-operative Council values.
- To ensure that high ethical standards and governance are demonstrated within services and that health and safety, risk management and information management and security are embedded and managed in accordance with corporate standards.
- To deliver Council priorities, strategies and policies by working with Cabinet members, identifying community needs and aspirations, demonstrating a commitment to equality & diversity across delivery of services.
- Being an advocate for children in care and care leavers ensuring that they are valued and supported to stay safe, healthy, enjoy life and are given the assistance to make a successful transition to adulthood.
- Acting as a Director for any commercial organisation(s) the Council may establish.

Person Specification

Qualifications	○ A relevant qualification of at least degree standard with evidence of continuing professional, managerial and personal development or relevant experience.
Knowledge	○ An understanding of legislation and guidance relating to the Directorate areas.

	○ An understanding of at least one of the professional areas which fall within the directorate's responsibilities. ○ An understanding of the public sector within the context of national policy around public services and their impact on the community. ○ An understanding of the issues facing the public sector and their implications for service delivery. ○ An understanding of the Co-operative Council approach. ○ An understanding of the key issues arising from working within a political environment and the importance of positive working relationships with elected members.
Skills	○ Able to plan strategically and to work creatively to identify practical business solutions to problems focused on outcomes for our community. ○ A methodical and analytical approach using relevant information to make sound judgments and clear decisions. ○ Able to influence the attitudes and opinions of others by using a range of strategies. ○ Skilful at negotiation at all levels to achieve a positive outcome and managing conflict appropriately. ○ Able to model the Council's leadership and management competencies.
Experience	○ Strategic and operational management and leadership of a range of services in a complex and fast changing organisation focused on customers and the community. ○ Effective with cross-sector partnership working.

	○ Proven track record of successfully delivering major service improvements and cultural and organisational change. ○ Experience of successful complex resource management. ○ Significant experience of working successfully within a political environment to achieve corporate and service objectives. ○ Experience of successfully preparing for and participating in external assessments e.g. CQC and implementing post-assessment improvements.
Personal style and behaviours	○ Establishes and maintains relationships at all levels, using engagement and communication as tools to promote challenge in a constructive and positive manner. ○ Responds positively to change by prioritisation, balancing competing demands and accommodating high expectations. ○ Maintains effective work behaviours in pressured and stressful situations, demonstrating resilience and consistency. ○ Models a personal commitment to inclusivity and the welfare of others. ○ Develops an environment of trust by displaying tact, honesty, openness and integrity.

Principal terms and conditions

Annual salary:	Up to £114,004 per annum
Terms and conditions:	JNC for Chief Officers of Local Authorities.
Contract Status:	Post are appointed on open ended contracts.
Normal location:	Telford, but the jobholder may be required to work at home or in any location within the Borough's boundaries.
Travel:	Mileage can be claimed at Casual Car User Rates.
Pension:	Local Government Pension Scheme.
Professional fees:	The Council will pay one professional membership fee.
Notice period:	3 months.
Annual leave:	Basic annual entitlement is: 24 days (up to 5 years continuous service) 29 days (5 – 10 years continuous service) 32 days (10 years + continuous service) Plus 9 days statutory/extra statutory days per year. A 'personal leave year' operates based on Local Government continuous service date.
Performance Appraisal:	The performance of a Director is subject to regular assessment and they will undergo annual formal appraisal led by an Executive Director/Chief Executive. Incremental progression is dependent on successful performance. This post is accountable for ensuring the translation of policies into practice and the delivery of relevant targets.

Restrictions: Under the terms of the Local Government and Housing Act 1989 this is a politically restricted post. The person appointed will be required to maintain conduct of the highest standard such that public confidence in their integrity is sustained. The person appointed will be required to secure the Council's permission before taking up any additional appointment or position.

Availability: Availability to attend evening meetings and occasional weekend meetings is required.

An Employee Code of Conduct is in place which covers employees at all levels in the organisation, with the exception of those who are employed directly by schools in the Borough.

How to Apply

Still interested? That's great; we'll look forward to hearing from you.

Please contact our recruitment partners Tile Hill for details on how to apply.

The closing date for applications is 23rd September 2026.

Please note that canvassing of officers or members in relation to this appointment will automatically disqualify any application from consideration.

