



Candidate information pack

Assistant Director

Culture and Community

Introduction

Thank you for taking the time to consider applying for the role of Assistant Director for Culture and Community.

Medway is a great place to live, work, learn and visit. With a population exceeding 292,000, it is the largest conurbation in the south east outside London. We expect our population to grow significantly over the next 20 years, with more than 26,000 new homes being developed and substantial new employment opportunities over the same period across the area.

Medway has consistently demonstrated an unrivalled ambition for its regeneration and growth and this ambition is shared along with our key local partners and communities and further afield into the county of Kent. Medway's uniqueness is captured across a strong body of strategic work which reflects the pride in our place which is felt by all our staff and communities. This is also captured in our draft



Local Plan, for which this role takes stewardship. We want to create a legacy for Medway and a sense of belonging, together with an enhanced local pride within our communities.

We have a rich heritage here in Medway, from the finest and tallest Norman castle in the country, second oldest cathedral, Chatham Historic Dockyard and rich connections with Charles Dickens. Our fabulous tourist attractions, heritage and events attract nearly five million visitors each year, representing seven per cent of employment in Medway and contributing £345million to the local economy.

We have a strong education and vocational offering including three universities (two of them – The University of Kent and University of Greenwich proposing a unique collaboration to create the London and South East University Group), the largest FE provision in the county, MidKent College, Waterfront UTC and more than 100 state run schools.

We have fantastic connectivity with HS1 through our five main towns linking the area to London in just over half an hour and a large number of new employment opportunities due to open up in places such as the Hoo Peninsula.

Medway Park is our international standard regional centre of sporting excellence which hosts major international sports and dance events. Our sports and leisure teams also work with some of our challenging

neighbourhoods to bring together communities through sporting programmes. We have also recently opened Cozenton Park Sports Centre and are proud of the high-quality facilities that we are able to provide for residents of all ages.

Climate Change is a key focus across the council, being led by the Culture and Community division. The team is embedding our commitment to responding to the climate emergency throughout our projects and ambitions, leading the council's response overall.

Medway's economy is vibrant and rooted in our communities with large numbers of people working locally, so our skills agenda and commitment to helping our residents improve sits at the heart of our thinking across all services. Our libraries and community hubs are bucking national trends and are a key offer, providing a one stop shop service for our residents.

Our Planning Team has been described as lightning fast by one of our key developers in Medway. Our new Local Plan will provide a blueprint to 2041 and deliver the new homes and infrastructure needed for Medway's growth whatever the shape of North Kent going forward. Delivering new homes to meet the needs of our residents is a key priority for us. We provide good quality, tenant led landlord services to the tenants of our 3,057-strong housing stock and have an ambitious development programme to grow

our property portfolio by 300 homes in the next three years. In 2024 we received a C2 (Good) rating from the Regulator of Social Housing and have a strong commitment to continuous improvement that has resulted in positive engagement with tenants and the council's HRA Governance Group. We are close to completing our ambitious delivery of 180 properties acquired since January 2024 to provide council-owned good quality temporary accommodation in Medway.

Our partnership in South Thames Gateway Building Control is vital for our regeneration programme, as well as for supporting developments across the wider Kent area with a nod to future working arrangements.

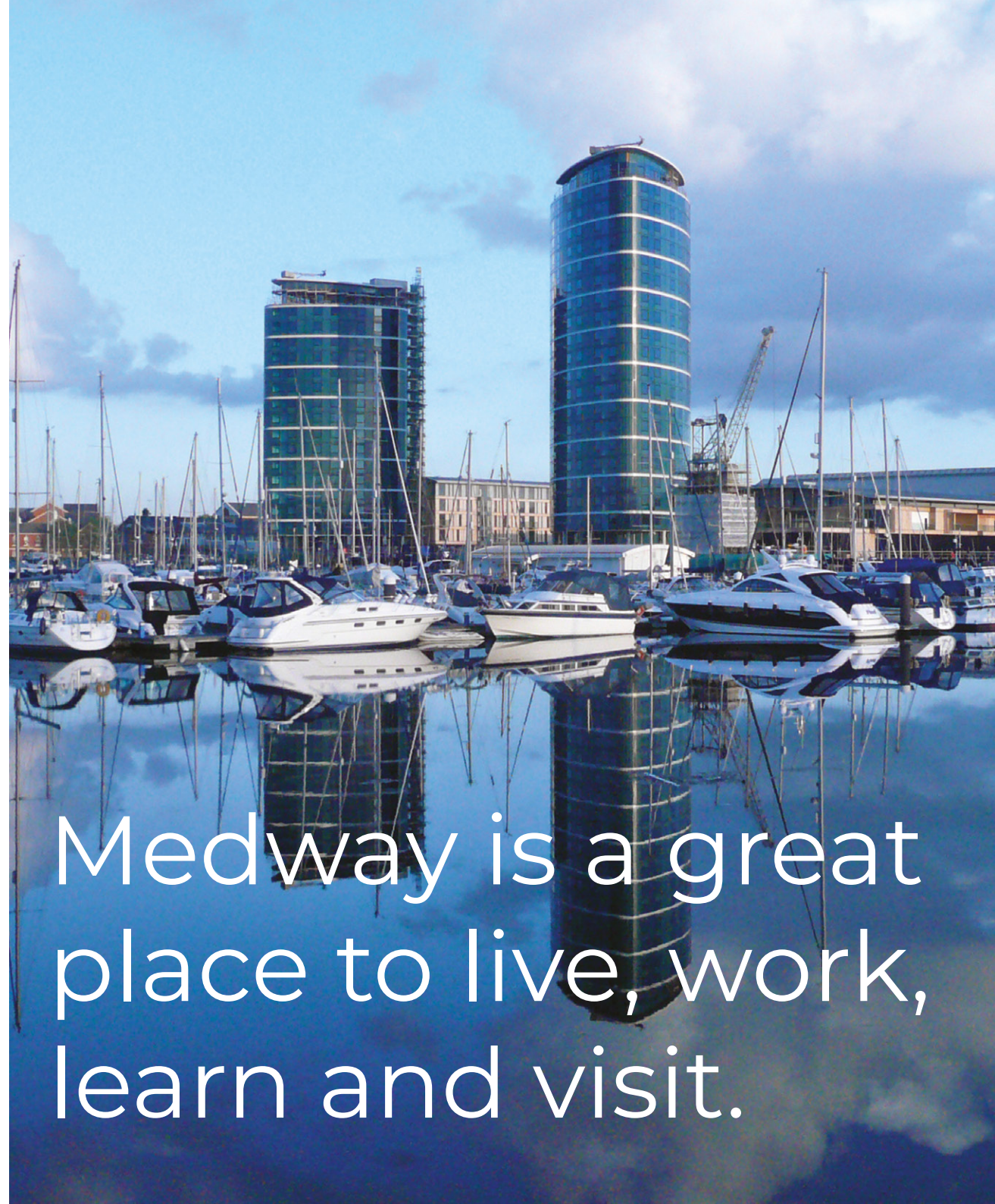
We are ambitious in all we do. You'll bring energy, versatility and drive. You'll build strong relationships with our partners and inspire your teams to achieve much more for Medway, providing the best possible basis for the longer-term future of North Kent.

Medway is the place that will fast forward your career and the daily difference that you will make on the people of our place will be palpable. It is the most fulfilling place to work.

We would encourage you to complete an application if you feel this is the right role for you and we look forward to you strapping in and being part of an exciting journey ahead.

Adam Bryan

Director of Place



Medway is a great place to live, work, learn and visit.

About Medway

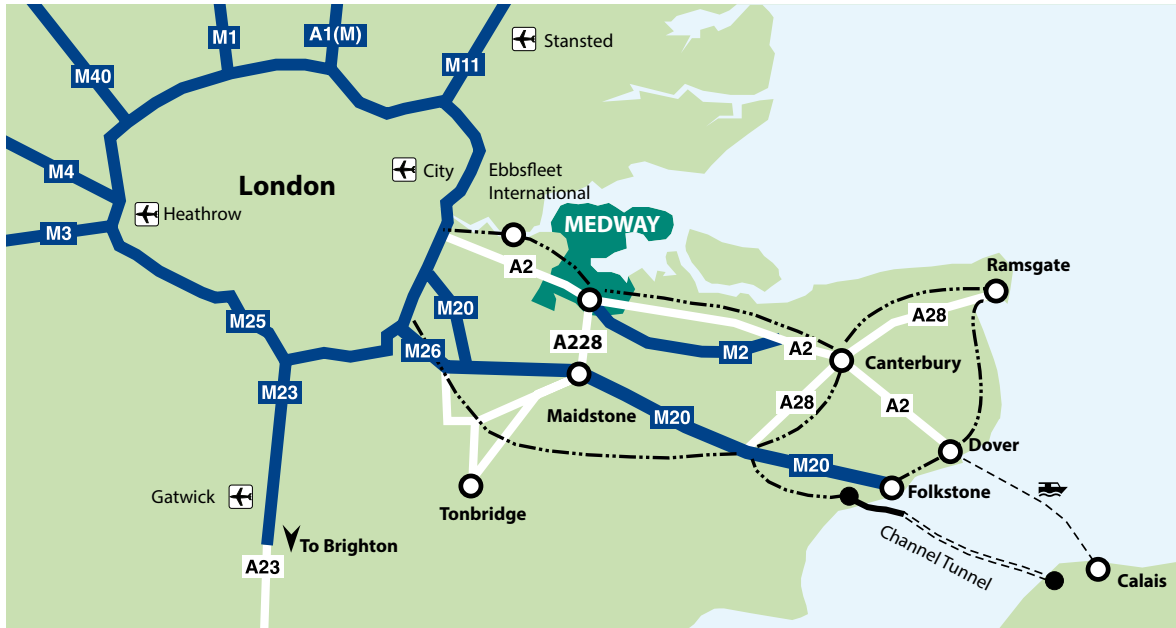
Created into a unitary area just 27 years ago, we are hugely proud that in this short time, a massive transformation programme has seen Medway become one of the most promising growth areas in the UK, laying the foundations for a firm future for our residents and communities.

Medway is a vibrant and dynamic community, home to 292,000 residents who contribute to its unique character and energy. Our people make Medway one of the most exciting places to live, work, learn, and visit in the south east. With excellent transport links, including a high-speed train to London in just 35 minutes, Medway is perfectly situated for those seeking a balanced lifestyle with easy access to the capital and beyond.

Our community is dedicated to supporting and nurturing its members, especially

the younger generation. Medway offers a wide range of youth services designed to empower and engage young people, helping them to develop their skills and reach their full potential. Our schools are committed to providing high-quality education, fostering a love of learning and preparing students for future success. With three universities, a university technical college, and the largest further education college in the county, Medway supports a large student population, nurturing the next generation of leaders and innovators.





Social care is at the heart of our community, ensuring that all residents receive the support they need to lead fulfilling lives. Our dedicated social care teams work tirelessly to provide compassionate and effective services, addressing the diverse needs of our population. Despite some areas of deprivation, our community is resilient and industrious, with most people in work. Local jobs and businesses are supported through council schemes like Kent and Medway Business Fund, Partners for Growth Fund, Partners for Green Growth Fund, and successful apprentice programmes.

Medway is more than a place; it's a community of people working together to create a bright future. Our economic vision is to continue attracting quality jobs, leveraging opportunities such as The Lower Thames Crossing and our proximity to London. Medway is a hub for innovation and creativity, home to over 14,000 businesses and a growing reputation for creative industries.

We take pride in our vibrant cultural programme, which brings thousands of people together for festivals throughout the year, including our ever popular Sweeps Festival, Armed Forces Day, Dickensian Christmas Festival and our Rochester Christmas Markets. Medway Park, our centre of sporting excellence, hosts major international competitions, reflecting our community's passion for sports and fitness.

Medway is a community where everyone can thrive, supported by robust youth services, excellent schools, and dedicated social care. Together, we are building a brighter future for all.



WELL CONNECTED



- 34 MINUTES BY HIGH SPEED TRAIN TO MEDWAY FROM LONDON
- MID-POINT BETWEEN THE CAPITAL AND CONTINENT & GATEWAY TO THE COUNTY
- FIVE STATIONS (£37M UPGRADES)
- EXCELLENT LINKS TO MOTORWAYS AND AIRPORTS

11KM

OF WATERFRONT DEVELOPMENT



BEAUTIFUL GREEN SPACES

- EQUIVALENT TO 14 HYDE PARKS
- 8 GREEN FLAGS
- MORE THAN 110K OF CYCLE ROUTES



TRANSFORMATIONAL INVESTMENT

- 28,000 NEW HOMES BY 2041, 1,594 EACH YEAR
- REGENERATION PROGRAMMES UNDERWAY IN ALL 5 MAIN TOWNS

SUPPORTIVE, CARING COMMUNITIES



AFFORDABLE LIVING FOR ALL

- "LONDON LIFE WITHOUT THE PRICE TAG" - DAILY TELEGRAPH
- LOW TAX ECONOMY



WEEKLY WASTE & RECYCLING COLLECTION

EXCELLENT RANGE OF
LEISURE AND CULTURAL FACILITIES



MULTI-UNIVERSITY CAMPUS SITE,
MIDKENT COLLEGE AND UNIVERSITY
TECHNICAL COLLEGE DEVELOPING
VOCATIONAL SKILLS

LEARN

EXCELLENT
SECONDARY,
GRAMMAR
AND PRIVATE
SCHOOLS

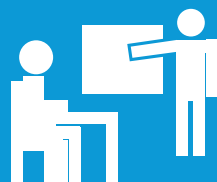


WORLD CLASS
RESEARCH



PRODUCTIVE COLLABORATIVE
LINKS BETWEEN EDUCATION AND
LOCAL BUSINESSES - DEVELOPING SKILLS
FOR THE FUTURE

103 SCHOOLS
ACROSS MEDWAY



MEDWAY



SPACE
FOR LARGER
INDUSTRIAL UNITS



NEW BUSINESS GROWTH RATE
ABOVE 13% 2015-219



14,000+ BUSINESSES

- AN ENTREPRENEURIAL HUB FOR HI-TECH ENGINEERING AND CREATIVE BUSINESSES
- MULTINATIONALS (BAE SYSTEMS/PHINIA TO SMALL AND MEDIUM-SIZED ENTERPRISES
- HUB FOR THE CREATIVE INDUSTRIES

WORK

+£5.9BN

VALUE OF OUR ECONOMY



GROWING EMPLOYMENT SPACES TO SUIT ALL BUSINESSES

- INNOVATION CENTRE MEDWAY
- INNOVATION STUDIOS MEDWAY
- INNOVATION PARK MEDWAY

RICH HERITAGE - OUTSTANDING TOURIST DESTINATION



- SECOND OLDEST CATHEDRAL IN THE COUNTRY
- HISTORIC DOCKYARD CHATHAM
- TWO ANCIENT CASTLES
- RICH CONNECTIONS WITH DICKENS
- HOME OF THE ROYAL ENGINEERS SINCE 1815 INCLUDING AN AWARD WINNING MUSEUM



ATTRACTING NEARLY 5 MILLION
VISITORS EACH YEAR, TOURISM
SUPPORTS 6,500 JOBS IN MEDWAY AND
BRINGS £345M TO THE LOCAL ECONOMY



VIBRANT

PROGRAMME OF
FESTIVALS AND EVENTS
THROUGHOUT THE YEAR

VISIT

WATER ACCESS AND MARITIME
LEISURE OFFER

FABULOUS BARS AND RESTAURANTS
AND WATERFRONT DINING

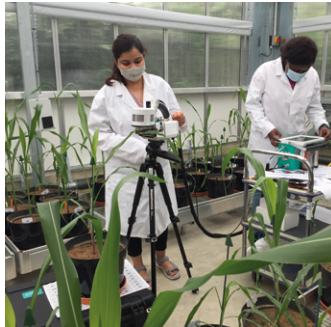


HOME TO SPORTING EXCELLENCE

- GILLINGHAM FC
- HOLCOMBE HOCKEY CLUB
- MEDWAY PARK - REGIONAL CENTRE OF SPORTING EXCELLENCE
- HOST TO INTERNATIONAL SPORTS EVENTS AND TOURNAMENTS
- SKI SLOPE AND ICE RINK

One Medway Council Plan corporate priorities

- 1: Delivering quality social care and community services
- 2: Benefitting from good education, quality jobs and a growing economy
- 3: Enjoying clean, green, safe and connected communities
- 4: Improving health and wellbeing for all
- 5: Living in good-quality, affordable homes



To read the full One Medway Council Plan, visit:
[Medway.gov.uk/OneMedwayPlan](https://www.medway.gov.uk/OneMedwayPlan)

Our Values and Behaviours

Our values and behaviours are at the heart of what we do, defining us as an organisation and underpinning how we work with others:



Our People Promise

At Medway Council, we are dedicated to supporting the growth and success of all our staff. Our goal is to equip our people with the tools, resources, and opportunities necessary for their professional development within the organisation. Our ongoing commitment is outlined in our People Promise which encompasses everything we do to support you and aligns with our vision and our priorities. It illustrates how our people can excel in their roles and feel valued at work, whilst also highlighting what makes us an employer of choice.



Organisation structure



The role

Designation:
Assistant Director Culture and Community

Directorate:
Regeneration, Culture and Environment

Responsible to:
Director of Place

Grade:
Assistant Director

This role is accountable for the leadership and direction of our highly talented and ambitious services including culture, libraries, planning, housing, sports, leisure, climate change, tourism and heritage across Medway as well as providing assurance to the leadership team and members that council resources are being used effectively.

To support the Director of Place in ensuring there is a clear strategic vision which is effectively communicated to staff and stakeholders and which is consistent with the council's vision, values and priorities.

We are looking for a versatile leader who is capable of overseeing a wide range of services and disciplines whilst maintaining a strategic position and oversight.

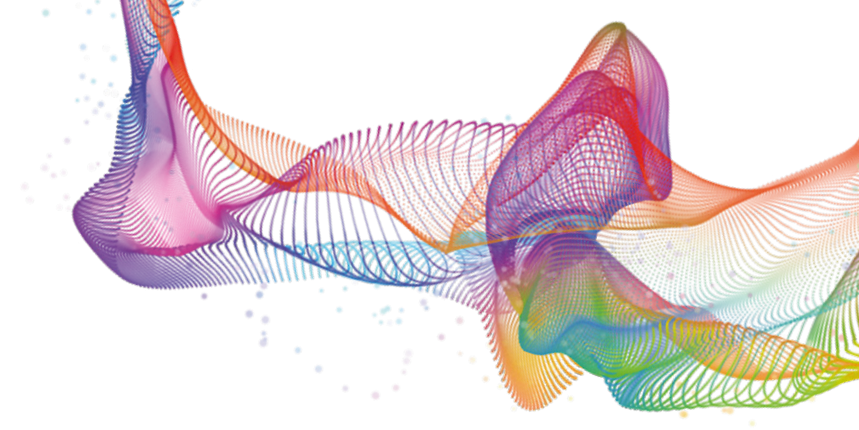
To take the strategic lead on Planning, ensuring the needs of Medway's communities are met, and that Medway's Local Plan is progressed and adopted.

To take the strategic lead on housing, including the management of the council's housing stock and delivery of new housing through the Housing Revenue Account, working with the Assistant Director of Regeneration on capital schemes.

To take the strategic lead for Medway's thriving cultural offer, including libraries, sport, heritage and tourism, progressing Medway's Cultural Strategy.

To ensure we continue to establish Medway as a great place to live, work, learn and visit.

This role would provide the postholder with an advantage ahead of the Local Government Reorganisation (LGR) given the breadth of the role.



Person specification

Qualifications

- A relevant academic, professional or managerial qualification.

Experience

- Extensive experience of operating at a strategic level, working in partnership across organisations and implementing projects.
- Substantial experience of organisational development within a large-service driven organisation and successful track record in leading and implementing major change.

Skills

- Demonstrable ability to lead the development of strategic vision(s) for service(s) involving key stakeholders and taking into account future trends, national/wider organisational priorities and future service needs. Ability to contribute to the development of the strategic vision and objectives of the council as a whole.
- Can demonstrate an extensive understanding of the service, its activities and policies, and the market/external comparators for it.
- Ability to work positively with elected members.
- Can demonstrate a broad grasp of the internal and external context for services managed, their associated policies/ procedures and operational issues.
- Can understand and promote best practice in terms of policy and activity within the relevant field(s).
- Demonstrable ability to strongly advocate equality, ethics and integrity in all areas. Creates and inspires a culture of innovation and improvement. Can develop and implement effective influencing strategies with key stakeholders.



- Demonstrable ability to build effective, productive partnerships, promoting a culture that encourages collaboration within and beyond organisational boundaries.
- Can communicate complex information and communicate effectively to large and different audiences.
- Demonstrable ability to take a proactive approach to long term resourcing issues and financial plans, using information effectively, and managing risk.
- Ability to formulate strategic business plans for all service areas, developing capability and reviewing achievement.
- Ability to ensure business strategy is aligned to user needs.
- Demonstrate ability to lead and deliver complex projects through to fruition.
- Demonstrable skills to develop a culture which supports and encourages change.
- Can implement effective problem solving strategies to clear blocks to progress.
- Ability to contribute to organisational change at a service, directorate and organisational level (where required). Act as a champion for new and agile ways of working.
- Demonstrable skills to develop a culture of employee engagement and involvement to maximise productivity and motivation.



Employment package

Assistant Director Culture and Community

Salary

The salary range of the post is £86,519 to £103,253 per annum. In addition you will receive a special allowance of £6,271 per annum to provide a vehicle for work purposes and private medical insurance.

Leave

Annual leave for this post is 29 days rising to a maximum of 32 days following completion of appropriate service. In addition you will receive one ex-gratia day to be taken as determined by the council. All new entrants to local government are entitled to annual leave in proportion to the completed full months of service in the leave year. Part-time employees have an equal annual leave entitlement in proportion to the number of hours worked.

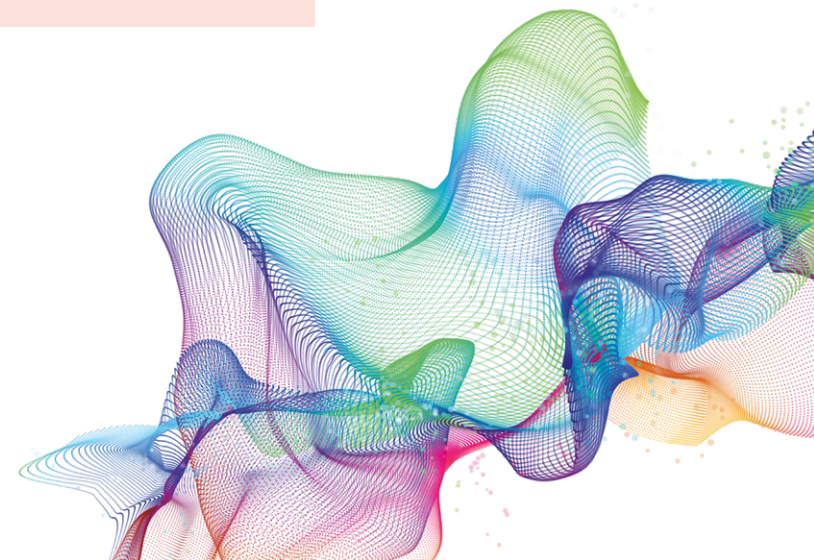
Recruitment timetable

Closing date - Thursday, 6 November 2025

Informal discussion with the Director of Place - w/c 10 November 2025

Member panel shortlisting - 28 November 2025

Interview panel members - 12 December 2025



How to apply

Job reference: REC4133CB

To apply for this post, please submit a CV and supporting statement that fully addresses the appointment criteria in the person specification, via our applicant tracking system, Medway Careers Hub. These responses will be further developed and discussed with those candidates invited for interview.

Please also provide details of two individuals who could be approached as professional referees. We will only approach referees if you are invited to attend the final interview and will only do so having first requested your permission.

Please note, we are unable to change the interview date due to this being a Member appointment panel.

Queries:

If you would like an exploratory discussion with the Director of Place or the existing Assistant Director, Culture and Community please contact Emma Dartnell, Executive Assistant to Director of Place: **Emma.Dartnell@medway.gov.uk**

This information can be made available in other formats phone, 01634 333333

If you want to speak to somebody in your own language the Community Interpreting Service can help, phone 01634 335577

বাংলা	331780	गुजराती	331782	ਪੰਜਾਬੀ	331784	کوردی	331841	اردو	331785	Русский	332374
中文	331781	हिंदी	331783	Polski	332373	একুশসহস্র	331786	فارسی	331840	Lietuviškai	332372

MEDWAY

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