

Recruitment of Assistant Director – People and Workforce Development



Rachael Morris
Penna plc | July 2026

Contents

Welcome to Tameside

The Opportunity

Structure Chart

Job Description

Person Specification

Next Steps & How To Apply

Welcome to Tameside



Dear Candidate,

Thank you for your interest in joining Tameside Council as our Assistant Director of People & Workforce Development.

This is an exciting opportunity to join us at a pivotal point in our improvement journey. We are committed to building a modern, high-performing organisation where our people are supported to deliver the very best outcomes for our residents, communities and businesses.

The Assistant Director of People & Workforce Development will play a central role in that ambition. This is more than a leadership role for HR and Organisational Development; it is an opportunity to shape the culture, capability and performance of the whole organisation. We are looking for someone who can provide strategic leadership whilst ensuring our people services are responsive, credible and focused on enabling the Council to achieve its priorities.

We know there is work to do. Recent reviews have given us valuable insight into where we need to strengthen our People function, particularly within HR. We have a strong Organisational Development offer and positive foundations on which to build, but we now need an exceptional leader who can bring our HR and OD services together into a fully integrated, modern and high-performing function.

A key priority will be to refresh and deliver a practical, deliverable People Plan that focuses on getting the fundamentals right, strengthening organisational capability and creating a culture where our people can thrive. You will lead improvements across workforce planning, organisational development, employee relations, leadership capability and modernisation, ensuring our People function becomes a trusted strategic partner across the Council.

As a member of our Extended Leadership Team, you will contribute far beyond your own portfolio. You will work closely with Elected Members, senior colleagues and partners to help shape the future direction of the Council, providing strategic challenge, collaborative leadership

and a relentless focus on organisational improvement.

We are looking for someone who combines strategic vision with operational credibility; someone who enjoys building relationships, developing people and leading through influence. Most importantly, we are seeking a leader who can inspire confidence, bring teams together and create a culture of continuous improvement.

In return, you will have the opportunity to make a genuine and lasting impact. This is a role where your leadership will shape not only the future of our People & Workforce function, but the effectiveness of the whole organisation. You will join an ambitious Council that recognises the importance of investing in its people and creating the conditions for colleagues to succeed.

There has never been a better time to join Tameside Council. As part of the Greater Manchester family, you'll be joining one of the UK's leading devolved city-regions, where collaboration, innovation and public service transformation are at the forefront. It's an opportunity to shape the future of the workforce not only within Tameside, but as part of a wider system working together to deliver better outcomes for residents across Greater Manchester.

Please contact Penna to arrange a confidential conversation if you would like to learn more. If you have the skills, experience and ambition we are looking for, I very much look forward to receiving your application and meeting you during the recruitment process.

Sarah Bullock
Strategic Director of Corporate Services
Tameside Council

The Opportunity

Assistant Director of People and Workforce Development

Salary of £98,303

Tameside council

Permanent, Full-Time (36 hours per week)



The Opportunity

Are you an ambitious and inspiring HR leader ready to shape the future of workforce development in a council committed to improvement?

This is a unique opportunity to join Tameside Council at a pivotal point in its journey. As Assistant Director of People & Workforce Development, you will play a key role in transforming the way we support, develop and empower our people, helping to create a modern, high-performing organisation that delivers the very best for our communities.

Working as a key member of the Extended Leadership Team, you will lead the development and delivery of a refreshed People Plan, strengthen organisational

capability and create a truly integrated People & Workforce function. You will champion a culture where HR and OD is a trusted strategic partner, enabling organisational performance, supporting transformation and putting people at the heart of everything we do.

This is a role for a visible, collaborative leader who is equally comfortable addressing operational challenges as they are shaping long-term organisational success. Not only is this role pivotal to the organisation, it also has a system leadership role within Greater Manchester - enabling you to work collaboratively across one of the UK's most ambitious and nationally recognised public service partnerships. There has never been a better time to join Tameside and help shape the future of both the Council and Greater Manchester.

What you'll bring

- A proven track record of strategic leadership across HR, organisational development and workforce transformation.
- Experience of leading service improvement and modernising HR into a proactive, business-focused function.
- The ability to lead organisational and cultural change, building high-performing teams and developing leadership capability.
- Strong expertise in workforce planning, employee relations and organisational effectiveness.
- The credibility to work with, and influence senior leaders, Elected Members and partners, building trusted relationships across the organisation.
- A collaborative leadership style, with the ability to unite HR and organisational development into a single, high-performing people function.

The Opportunity

Assistant Director of People and Workforce Development

Salary of £98,303

Tameside council

Permanent, Full-Time (36 hours per week)



Why join us

This is an opportunity to make a lasting impact at one of the most important points in the Council's journey. You'll have the platform to reshape our People & Workforce function, embed a culture of continuous improvement and help create an organisation where our people can thrive.

If you are a strategic, inclusive and forward-thinking leader with the ambition to transform services, inspire people and drive organisational success, we would love to hear from you.

For further information please visit:

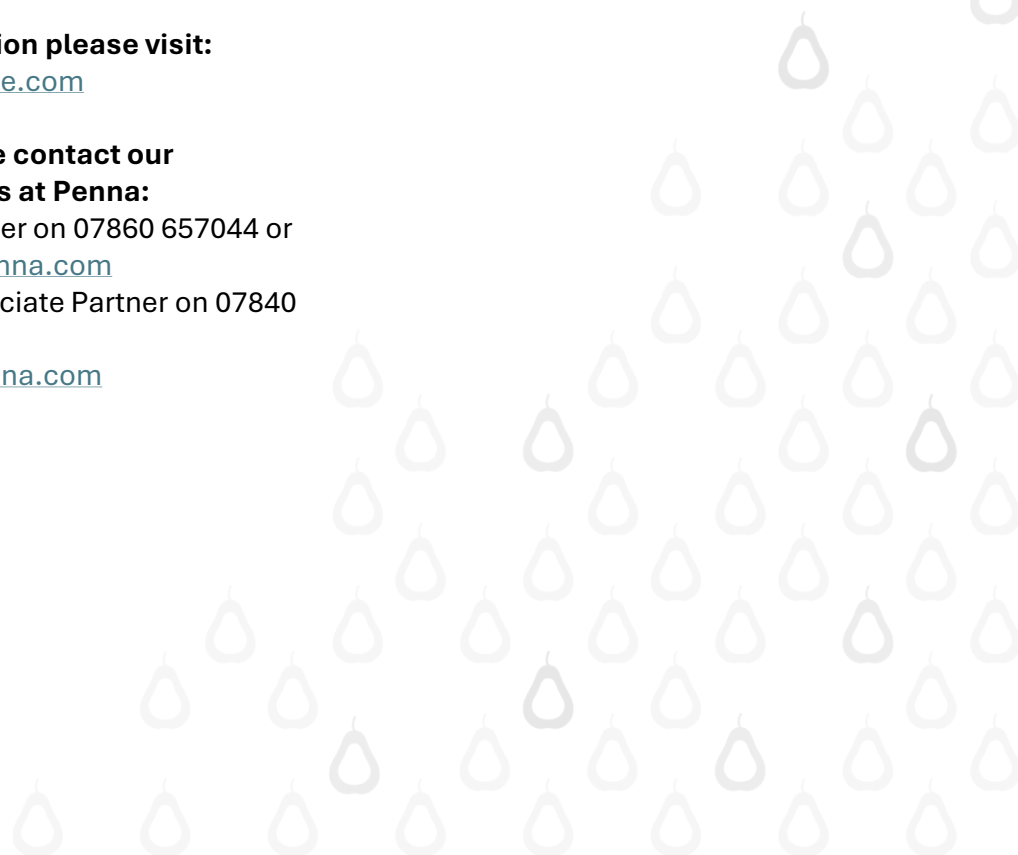
www.leadingtameside.com

Alternatively, please contact our recruitment partners at Penna:

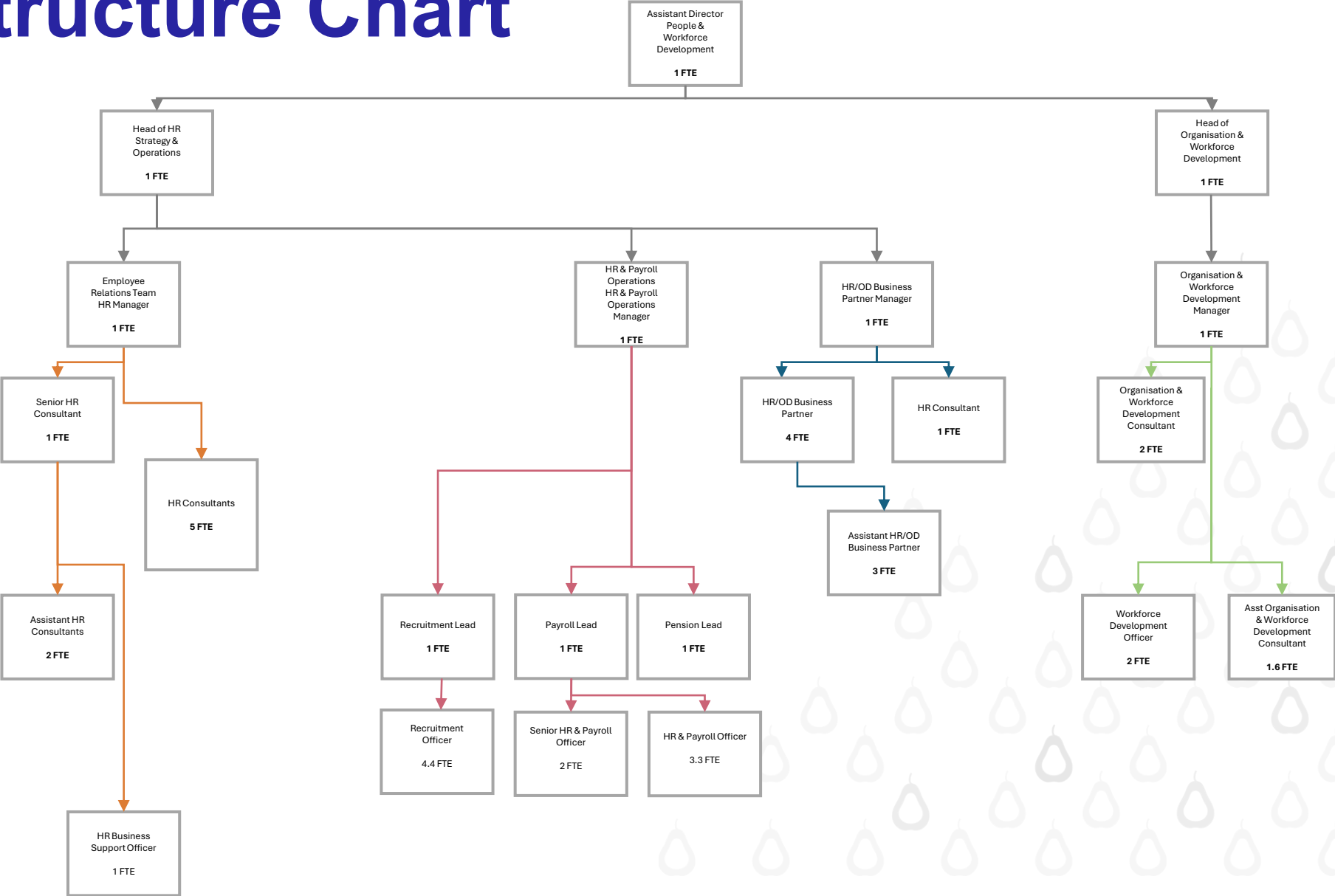
Tom Niven, Researcher on 07860 657044 or email tom.niven@penna.com

Rachael Morris, Associate Partner on 07840 711217 or email

Rachael.morris@penna.com



Structure Chart



Job Description

Job Title: Assistant Director (People and Workforce Development)

Job ID: SL10

Service: Corporate Services

Grade: AD1

Reporting to: Strategic Director of Corporate Services

THE ROLE

The post holder will provide strategic and transformation leadership for the Council's People and Workforce Development service. This senior role is accountable for providing high level and strategic Human Resources and Organisational Development leadership and management necessary to ensure that the Council can deliver the ambition and aspirations of our Council Plan and long-term vision and aspirations for our residents. The role will lead and support the delivery of our updated People Plan to support the effective management, growth and development of the workforce. Through the provision of a comprehensive HR and OD offer, the role will support policy and organisational change programmes.

The role will ensure our People Plan captures and aligns to our Council Plan which is shaped by the priorities established in the Borough Strategy: People, Place, and Prosperity and our shared vision of Tameside Together: A great place for all. This role is responsible for supporting the Council's workforce improvement and transformation programmes, learning and development, talent management, colleague engagement and our organisational values and behaviours. The postholder will have a pivotal role in evolving organisational culture and behaviour and leading and shaping the direction of the operational functions of People and Workforce Development particularly wellbeing, employee relations and inclusion.

The role will raise the standard of leadership and management across the organisation and build on our positive trade union partnerships and strong organisational values to drive forward our People Plan. A key part of the role is to re-skill and reshape our workforce, bringing in new talent where needed, retaining key people and creating the necessary agility and capacity to ensure that the council is fit for the future.

As a key member of the Council's Leadership Team, the post holder will contribute to the Council's overall strategic direction, championing its values, and ensuring that the Council's People Plan, Strategic Workforce Planning and Organisational Development are aligned with corporate objectives, deliver best value and uphold statutory duties.

Job Description

Main Duties and Responsibilities include:

- To work collaboratively as a member of the Leadership Team with colleagues and partners to ensure delivery of the Council's Vision; Corporate Plan; and act in accordance with the Council's STRIVE values.
- Lead the development and delivery of our People Plan and associated delivery of objectives and outcomes for our workforce to maximise the contribution employees make to the Council's success.
- Provide leadership and support for organisational workforce improvement and transformation across all services of the Council.
- As a member of the Corporate Services Management Team, to take a proactive role in the development of the directorate's vision, business plan, performance and priorities and communicate these effectively to deliver a consistent and high-quality service.
- To lead the HR and Workforce Development services championing and enabling, customer driven, proactive, flexible approaches that facilitate solutions and support the Council in the achievement of its objectives. Ensuring alignment between workforce priorities and Council performance.
- Plan and deliver the development and implementation of the Councils HR and OD policies ensuring compliance with statutory employment law, national conditions and Council specific conditions of service and hold ultimate accountability for compliance with these policies across the organisation.
- To contribute to the Council plan and the business plan for the service, specifically contributing advice and formulating strategy relating to culture, organisational transformation, workforce planning and development, employee relations, employee engagement, diversity and inclusion and any other HR and people related matters that support the Councils improvement.
- To provide expert advice and guidance on matters of employment law, employee relations and industrial relations matters and HR best practice providing risk management, oversight and assurance to the Councils most senior stakeholders, including the Chief Executive, Executive Cabinet, Appointment and Appeal Panels.
- Lead on organisational culture and inclusion, championing a positive, inclusive workplace culture ensuring delivery of a range of people focused projects to ensure workforce strategies, wellbeing, psychological safety and people strategies driving improvement informed from employee experience and inspection frameworks are embedded within service priorities
- Ensure the Council has in place effective and impactful workforce engagement approaches which support increased productivity and performance focussed on delivery.

Job Description

- Support the improvement of leadership and management across the organisation, embedding effective management approaches, re-setting expectations in terms of accountability, motivating and inspiring their teams and enabling a high support, high challenge culture..
- Ensure effective performance management across the organisation ensuring that colleagues and managers are both accountable for performance and empowered to make decisions.
- Continually reshape and improve the skills of the workforce, expanding development opportunities and introducing new opportunities through apprenticeships, graduate schemes, work placements and other talent programmes.
- Further develop and review our approach to work, focussed on smarter ways of working, whilst enabling a flexible and agile workforce, focussed on achieving our aims and ambitions.
- Actively contribute to the setting and implementation of the Council and the Borough overall strategic vision, direction, policies and objectives.
- Support effective partnership working across the Borough, ensuring opportunities for collaborative and joint working are explored and delivered.
- Continue to develop positive partnership working with our Trade Unions and Professional Associations.
- Utilise the influence of HR and OD on workforce culture to drive positive behaviours across the Council, with an emphasis on personal responsibility, performance and accountability.
- Ensure delivery of the workforce development necessary to enable the success of the Council, including raising the standard of leadership, with related improvements in managing performance and development at individual and team levels.
- Provide leadership for the development of the Council's Operating model and ensure prioritisation and implementation of workforce change programmes.
- Support the delivery of improvement and transformation of the workforce to ensure effective delivery of outcomes for our residents.
- Lead the delivery of system wide change and partnership approaches to realise an effective, skilled and engaged workforce.
- Contribute effectively to the Leadership Team, ensuring robust governance and data-led decision making and continuous improvement, assuming wider responsibilities as required.
- Provide strong and effective leadership of the HR and OD function, ensuring the provision and delivery of high quality and professional standards.
- Ensure there is effective collaboration with partners, both at Greater Manchester level and wider partners on workforce integration and development work to support public service reform.

Job Description

- Provide authoritative, evidence-based, professional workforce advice, challenge and assurance to the Chief Executive, Senior Leaders and Elected Members.
- Drive coordinated working and strategic thinking with partner organisations and on a regional and national level to ensure that the Council delivers our key political, organisational and strategic priorities.
- Provide direct support to Senior Officers, Elected Members and other stakeholders on matters relating to their service area in a complex, politically sensitive environment.
- Provide high quality analysis of workforce data and intelligence to the organisation to help inform actions and decisions on workforce matters ensuring alignment between workforce and Council priorities.
- Ensure tight budgetary control and prioritise use of resources to ensure value for money and delivery of our budget reduction programme in line with the Medium-Term Financial Plan.

The duties may vary from time to time without changing the nature of the post or the level of responsibility, and the post holder may also be required to carry out any other duties appropriate to the grading of the post.



Person Specification

Your essential qualifications

- Educated to degree level in a relevant field
- CIPD Level 7, PGDip, MBA, MSc (or equivalent) in HR/OD or similar qualification
- Demonstrate continuous professional development, as recognised by the professional body

Your essential skills, knowledge and experience

Experience

- Substantial leadership experience with evidence of successfully leading a high performing HR and OD service in a large complex organisation
- Significant experience of leading transformational change, both within a HR and OD service and driving change across an entire organisation
- A proven track record of successfully managing finance, risk and performance within a demand led service

- Evidence of developing and delivering relevant people related strategies
- A proven track record of leading a customer focused high performing culture, including workforce planning, objective setting, performance management, motivating and inspiring a diverse group of colleagues
- Experience of developing relationships and leading negotiations with trade unions
- Experience of working in a political environment with the ability to navigate complex governance environments
- Can demonstrate political acumen and aptitude to adapt to a political environment

Skills and Abilities

- Strategic thinking and planning, able to develop clear strategies at organisation level to achieve outcomes
- Business planning, able to develop clear business and operational plans for the delivery of a high-quality internal support service to customers

- Excellent written and verbal communication skills, able to translate complex technical concepts into simple, clear insight and advice for a diverse range of audiences
- Ability to work collaboratively, working across departmental and organisational boundaries to develop shared solutions to deliver wider organisational goals
- Excellent negotiations skills and evidence of having successfully applied these in the workplace
- Judgement and proportionality, able to manage competing priorities, quickly identify key factors and direct attention and resources appropriately
- Excellent problem-solving skills, able to analyse complex scenarios to develop solutions that can be articulated to all stakeholders
- High levels of personal integrity and loyalty, supportive to colleagues with a drive to deliver the best service for the Council

Person Specification

Knowledge and Understanding

- Expert understanding of the role of modern, efficient and effective HR and OD practice in transforming public services and organisational performance.
- Ability to understand the workforce opportunities and lever people related change to drive improvement.
- Expert knowledge of best practice in HR and OD service management and workforce transformation in a public sector context.
- Strong and up to date knowledge of employment law, the relevant legislative frameworks relating to employment law; evidence of having successfully drawn on the detailed, expert knowledge of others to form evidence-based advice and make decisions.
- An understanding and a person commitment to the vision, aims, values and priorities of the Council.
- Foster commitment, talent and fresh thinking, challenging yourself and others and take responsibility for their own development and promoting continuous learning to enhance the professional development of employees.
- Strong, visible, positive leadership and team working skills with a proven ability to forge partnerships and build positive working relationships and negotiate with and influence key Council decision makers and other stakeholders.
- Reacts positively in opposition and conflict, taking the opportunity to persuade others of own point of view and defends own position with logical, unemotional arguments.
- Demonstrates highly developed analytical skills that enable the effective management of strategic and operational risks, maximising opportunities and decision making.
- Business planning skills with ability to identify and assess risks, manage change and make long term plans which impacts on the whole service or the wider Council.
- Ability to react to immediate problems of a highly complex nature with associated risk factors and deliver pragmatic solutions sometimes under extreme pressure.
- Demonstrates a high level of political awareness and links strategies for continuous improvement with the drive to achieve national, corporate and departmental standards and goals.
- Proven approach to implementing change, including successful stakeholder involvement and extensive experience of working in collaboration with senior managers and strategic partners.
- Ability to develop strong and systematic approaches to understanding, monitoring and evaluating how policies work in practice.
- Strategic and operational awareness of the financial structure of the Council and the implications of decisions on the delivery of value for money for taxpayers.

Person Specification

- Ability to define and articulate a strong sense of purpose and engender commitment across individuals and groups to a set of shared objectives.
- Ability to lead from the front and exert positive influence over the performance of others, promoting others' self-esteem, inspiring trust and fostering confidence in others' ability to achieve high standards.
- Evidence of a proven track record as a successful professional HR & OD leader at a senior level.
- Able to demonstrate in-depth knowledge relevant to the post including the ability to explain complex issues that are likely to be encountered in the role and provide related authoritative advice to senior officers and Elected Members.
- Evidence of creating and delivering improvements and leading transformation at a strategic level, including culture change, across HR and OD areas within a large organisation.
- Evidence of accomplished negotiating and influencing skills, including the ability to both develop and sustain positive trade union relationships.



Our employees' skills, experience and knowledge are essential to our success along with their happiness, commitment, enthusiasm and motivation to be the best they can be.

What can you expect from us?

- A fair salary and benefits
- Opportunities for good health and wellbeing
- Help you to grow, develop and to do your best
- Enable you to be creative and innovative
- Fully involve you in changes that affect you and your work
- Listen, and act on your ideas and feedback

Working together, we are proud to work for Tameside

Our **STRIVE** values underpin our practice and behaviours and are at the heart of everything that we do



Next Steps & How to Apply

This guidance contains important information to help with your application:

Please apply by submitting a CV and Supporting Statement (no more than four sides of A4 in length per document aligned to the person specification). Please also include your contact details.

Please ensure your full employment history is outlined in your CV; where there are essential criteria, competencies and/or qualifications please make clear how you meet these. We may wish to verify this information during the recruitment process.

Please provide the details of two referees. Note that we will only approach referees for candidates proceeding to final selection and only with your permission. Please clearly indicate whether we can approach each referee before the selection date.

Please share with us in your Supporting Statement the values and behaviours that you bring to your leadership, and how you will transfer your skills and experience into this role.

Please complete the Equal Opportunities Monitoring Form when you upload your details via our website.

Please upload your application by the closing date – no applications will be accepted once the long listing process has begun.

Following long-listing, you will be contacted directly by a Penna consultant to update you on the status of your application.

Asking for adjustments: we’re committed to making our recruitment practices barrier-free and as accessible as possible for everyone. This includes making adjustments or changes for disabled people, neurodiverse people or people with long-term health conditions. If you would like us to consider doing anything differently during the application, interview, or assessment process, including providing information in an alternative format, please contact us.

To apply for this role, please visit the following link to upload your CV and Cover Letter: <https://penna.com/jobs>

Key Dates	
Applications Deadline	6 th September 2026
Technical Interviews	14-15 th September 2026
Final Interviews	28 th September 2026

For questions or a confidential discussion, please contact:



Rachael Morris
Associate Partner
National Lead for Enabling Services
07840 711217
Rachael.morris@penna.com
[linkedin.com/in/rachael-morris-penna](https://www.linkedin.com/in/rachael-morris-penna)

Penna Executive Search

At Penna, we connect exceptional professionals with leadership opportunities that make a real difference.

Working with integrity and diligence - and with a non-negotiable commitment to inclusion - we ensure that clients access the strongest talent and that candidates are supported to showcase the unique value they bring.

Whether you're ready for the next step in your career or building a successful leadership team, our specialist consultants help turn ambition into reality.

We don't simply fill roles – we empower leaders to fulfil their potential and shape organisations that deliver sustainable improved outcomes.

www.penna.com

Any questions?
Please don't hesitate to contact us



Rachael Morris
07840 711217 / Rachael.morris@penna.com