**Human Resources & Organisational Development, Service Reform**

Salford City Council, Salford Civic Centre

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**Welcome from the Assistant Director, Human Resources & Organisational Development and the Head of Communications**

Dear candidate,

Thank you for considering joining our team. Our vision for our city is for a better and fairer Salford for everyone underpinned by our organisational mission ‘to create the best quality of life for the people of Salford.’ You will be joining us at an exciting time as we embark upon the next phase for transforming how we do things through maximising digital technologies and new ways of working.

Our city has changed dramatically in recent years and now really is Salford’s time. HR & OD and communications are positioned at the heart of this, supporting new ways of working, change and public service reform through our ‘Salford Way’ methodology which is designed with stakeholder engagement and co-design at the heart. People focused and values-based, that is the Spirit of Salford.

We are developing a culture that encourages innovation, flexibility, learning, and empowerment; that gives people the permission to make decisions that are in the best interests of our citizens and that creates an environment where everyone feels inspired and empowered to lead positive change.

Public service reform is changing the ways in which organisations like our own will deliver services to meet the expectation of our citizens who should be able to use our services when and where they need them. We are also putting a new approach, where we are in communities with a seamless approach with other organisations, at the core of how we will do business in the future.

Alongside this, the nature of how we work is changing. The ability to be agile and work from the right location is now key. We’re shifting from traditional ‘office based’ working and digital advances mean we can work anywhere, anytime.

These new ways of working require an ever increasing use of technologies and digital approaches, so the need for a digital mind-set and ability to model new behaviours to maximise opportunities is critical. We recognise that we need to support our people to maximise the opportunities that new technologies and new ways of working bring. We are investing in developing the digital skills and behaviours of our people to do so

Here is Salford we work in multi-disciplinary squads, which is a great way of pulling the right people together to deliver specific pieces of work.

This post will sit across the HR & OD and Communications teams and will be an integral part of the squad, who will be supporting the implementation and rollout of Liquidlogic, a new digital platform for children and adults services which includes how digital technologies can enable people to work in different ways to deliver better outcomes for our citizens.

You will play a key role in this by engaging and empowering our people to develop digital skills and behaviours to work in new ways. You can find out more about the role including the key outcomes in the role profile attached.

The Spirit of Salford is tangible and our values of pride, passion, people and personal responsibility capture this spirit. The values have been developed to underpin the way we work and they influence our choices and behaviours and how we make decisions and transform services.

Our values describe the personal qualities every employee is expected to demonstrate when carrying out their role. Putting the values in to practice across the whole organisation creates a supportive environment which allows us ‘to be the best we can be’. These values are central to the way we communicate about the council and the way in which we behave with colleagues, customers and partners.

If you would like to be part of this exciting transformation programme, demonstrate the Spirit of Salford and connect with our values; and believe you’ve got the right skills for the role we look forward to receiving your application.

Yours sincerely

Sam and Sue

