

## Job Description

### Senior Strategic Workforce Planning and Analytics Lead

Reference: PC023

Date: August 2025

**Job Family:** People & Culture: Talent Acquisition and Strategic Workforce Planning

**Level:** 3

**Band:** 10

**Career Track:** Senior Managerial

### Job Purpose

To lead the development and implementation of Northumberland County Council's strategic workforce planning strategy. This role requires a highly strategic and analytical approach, encompassing long-term workforce planning, talent acquisition strategy, succession planning, data analytics, and stakeholder management. The postholder will ensure the council has the right people with the right skills in the right place at the right time, aligning with the council's overall strategic objectives and fostering a diverse and inclusive workforce.

### Service Purpose

Northumberland County Council's Talent Acquisition and Strategic Workforce Planning service exists to ensure the organisation has the right people, in the right roles, at the right time to deliver its strategic objectives. This service provides a forward-looking, data-informed approach to workforce design, talent acquisition, and capability planning, enabling proactive responses to organisational change, market dynamics, and future skills requirements.

It supports leaders in making informed decisions about workforce composition, succession planning, and resourcing strategies, while maintaining robust governance over recruitment practices, workforce data, and compliance with employment legislation. Through strategic partnerships, workforce insights, and targeted talent pipelines, the service drives organisational resilience, agility, and long-term sustainability.

### Duties and Responsibilities

#### Leadership and Management

- Lead and mentor a team of workforce Planning professionals, providing coaching and development opportunities, and fostering a high-performing team culture. This includes conducting regular 1-2-1s and annual appraisals.
- Contribute to the development and implementation of the council's overall People strategy.

## **Strategic Workforce Planning**

- Contribute to the development and implementation of the council's overall People and Culture strategy.
- Develop and implement workforce planning strategies aligned with Council strategic priorities.
- Partner with senior leaders and managers to understand future capability needs and translate them into actionable workforce plans.
- Use data-driven insights to forecast talent gaps and recommend solutions.
- Working closely with the Organisational Development team, support in the development and implementation of robust succession planning processes to identify and develop high-potential employees for future leadership roles.
- Monitor external labour market trends and internal workforce analytics to inform planning.
- Integrate Diversity, Equity & Inclusion (DE&I) considerations into all aspects of workforce planning and talent acquisition, ensuring a diverse and inclusive workforce.
- Continuously evaluate the effectiveness of workforce planning strategies and processes, identifying areas for improvement, and implementing changes to enhance efficiency and effectiveness.

## **Job Architecture**

- Manage and maintain the job architecture framework, ensuring job structures, levelling and career paths remain consistent, equitable, market aligned and supportive of talent strategies and Organisational priorities.
- Manage and maintain the establishment control framework, ensuring Council structure, headcount and position management align with strategic, financial and workforce plans.
- Oversee job evaluation governance and processes are applied consistently and fairly.

## **Stakeholder Engagement**

- Ensure appropriate communication and engagement channels are developed across the People and Culture Team and beyond, that promotes effective collaboration with Strategic People and Culture Partners, Finance, and Senior Leaders to workforce plans and succession plans align with strategic Priorities.
- Collaborate with Strategic People & Culture Partners, Finance, and Senior Leaders to ensure workforce plans are integrated across services.

## **Workforce Insights, Analytics & Reporting**

- Leverage People systems and analytics tools to support workforce planning and recruitment.
- Manage the performance reporting framework, ensuring the timely production of people metrics and Insights tracking progress against workforce priorities.

## People Governance Oversight

- Manage people governance frameworks such as job architecture, establishment control, ensuring compliance with internal policies, design principles, employment legislation, and ethical standards.
- Champion best practice in recruitment, workforce planning, and data management.
- Ensure robust governance around workforce data, reporting, and decision-making.
- Act as a key point of contact for internal audit, risk, and assurance activities related to workforce matters.

## Additional Responsibilities

- Manage the budget for workforce planning activities, ensuring efficient resource allocation and cost-effectiveness.
- Actively promote and represent the interests of the County Council in relation to service activities and policies at local, regional and national level, as appropriate.
- Attend and contribute to relevant committees, meetings, seminars and participate in task groups as required.

## Person Specification

### Professional and Technical Requirements

#### Qualifications

- Level 6 qualification or above in a HR or equivalent senior professional experience in workforce planning / Talent Acquisition role.

#### Knowledge, Experience and Skills

- Extensive experience in strategic workforce planning and People Analytics within a large organisation, ideally local government.
- Demonstrable experience in developing and implementing long-term workforce plans and talent acquisition strategies.
- Experience of working with a diverse range of stakeholders, including senior managers, frontline staff, and external agencies.
- Experience of developing and implementing talent management strategies, including succession planning.
- Experience of working with People information systems, Including workforce planning platforms and other relevant technologies.
- Experience of developing and delivering training programs tailored to specific audiences and needs.
- Understanding of budgetary processes and resource allocation within an HR context.
- Experience in using data analytics and forecasting techniques to inform workforce planning decisions.

### Core Competency Requirements

- **Communication:** Shapes messaging to support service delivery and stakeholder engagement. Influences decisions and builds shared understanding in complex environments.
- **Collaboration:** Develops strategic partnerships with public, private, voluntary, and community sectors to deliver council priorities.
- **Service Delivery:** Oversees service delivery aligned to council priorities. Leads transformation, manages risk, and applies strategic thinking to maximise outcomes and ensure cost effectiveness.

- **Decision-Making:** Applies strategic judgement to optimise resources and deliver meaningful outcomes.
- **Digital & Data Literacy:** Uses data for strategic planning and innovation. Applies digital solutions to improve services and manage risk. Interprets complex datasets to inform service design and policy.
- **Adaptability:** Anticipates future trends and prepares services for change. Embeds continuous improvement practices and supports teams to adapt and innovate.
- **Problem-Solving:** Solves complex service delivery challenges using evidence and insight to redesign ways of working and drive innovation.
- **Community & Customer Focus:** Aligns services with community priorities and customer expectations, ensuring representation and accessibility.
- **Leadership:** Coaches and delegates to drive performance and service delivery. Leads programmes and actively plans for succession and talent development.

### Strengths

- **Strategic:** You look at the big picture. You consider the wider factors and long-term implications of decisions.
- **Analytical:** You seek and analyse information to inform your decisions, based on the best available evidence.
- **Influencer:** You influence others, you articulate the rationale to gain their agreement.
- **Adaptable:** You can adapt to variations in work or environment. Your effectiveness is not affected by change. You are flexible and versatile. You act as an advocate for change.
- **Team leader:** You are confident to lead a team. You effectively manage team dynamics toward a shared goal. You consider everyone's individual needs and create a genuine team spirit.

### Desirable