

# It starts with community

The National Lottery Fund  
Role Profile



## Head of Strategy Development

<b>Directorate:</b>	Funding, Strategy, Communication & Impact
<b>Department:</b>	Support and Strategy
<b>Role/Competency level:</b>	Level 4
<b>Reports to:</b>	Deputy Director, Strategy Implementation and Funding Policy



# Role Profile: Head of Strategy Development

## Role purpose

In this particular role you will have a key leadership role within the Funding Strategy, Communications and Impact Directorate (FSCI). You will support the FSCI Directors (job share) in setting the strategic direction of the Directorate and how this aligns within the Strategic Framework. You will work closely with colleagues within FSCI and across the Fund to ensure that the strategic ambition 'It Starts with Community' is realised through our Communications, Digital and Impact work.

You will lead a team responsible for FSCI Business planning, budgeting and performance review processes. This will ensure that we deliver on our objectives. You will also work with the Deputy Directors of Communications, Digital and Impact within the FSCI Directorate, setting priorities and enabling high standards of performance and an effective and collaborative working culture. You will provide analysis and recommendations that ensure the FSCI leadership makes well-informed, high-quality, robust operational and strategic decisions. You will take a lead role in the development of our long-term vision, strategy and planning. You will have accountability for driving high performance and continuous improvement, as part of a connected and collaborative Directorate.

You will develop strong networks and relationships across the fund, ensuring the Directorate's focus is aligned in the wider context of the fund. This will also ensure that key projects and priorities have the appropriate levels of collaboration and input from across the business to enable us to deliver. In particular, you will ensure that we have excellent working relationships at all levels with Country colleagues, local teams and Knowledge and Learning.

You will play a key role in defining the Directorate's external engagement strategy with our key stakeholders. You will monitor and evaluate our progress with those relationships and ensure that we are maximising our connections at a strategic level.

You'll be accountable for implementation of culture, engagement and overall development plans, ensuring congruence with our Fund-wide cultural ambitions. You will embody and promote the culture of the organisation, one that puts people and communities at the centre of our work and that encourages feedback, innovation and continuous improvement. Specifically, you will take a lead in fostering an environment within the Directorate where we are focused on being outward facing, with a culture of proactively bringing in external learning and intelligence to inform our working practices.



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### Key responsibilities

- Support in setting FSCI strategic direction, long-term vision and planning
- Lead on FSCI business planning, budgeting and performance review processes
- Contribute to and monitor our external stakeholder engagement strategy
- Implement culture, engagement and development plans
- Develop strong networks and relationships across the Fund
- If the role is based in Wales, or supports customers or colleagues in Wales, an understanding of Welsh language legislation and the Welsh Language Standards of the Fund is required



# Role Profile: Head of Strategy Development

## Knowledge, skills and experience

- Experience of engaging with senior leaders including at SMT and Board level
- Experience of developing and supporting the delivery of business planning objectives across multi-disciplinary teams within a medium-large sized organisation going through change and transformation
- Experience of developing a positive and open working culture across small and large teams
- Strong communication and analytical skills
- Advanced planning and organising skills
- Line management experience
- Awareness and understanding of relevant external environments
- Advanced reasoning, problem solving and analytical skills



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## Role competencies: Level 4

- **Strategic direction**  
Leads the implementation of strategy, creating high engagement and performance.
- **Leading our culture**  
Generates a supportive work environment that is actively sensitive to colleague well-being.
- **Working together**  
Enables teams to implement strategy and support a collaborative and inclusive working environment.
- **Delivering quality results**  
Leads teams to achieve Key Performance Indicators (KPI) and ensure delivery of Corporate and Directorate Plans.
- **Diligence and control**  
Performs duties in line with set expectations and policy and/or regulatory considerations.
- **Developing self and other**  
Recognises and harnesses creativity and innovation to improve services and supports development of self and others.

## Our Values



### We are inclusive

We know that communities and organisations are stronger when everyone can participate and work to increase inclusion.



### We are ambitious

We believe in the power of community and connection and are ambitious for its potential. We support people and communities to shape the future and lead change.



### We are impact focused

We are inspired by communities and learn with them. We listen, reflect and use evidence to improve knowledge, inform action and increase impact.



### We are adaptable

We welcome and embrace new ideas and ways of working.



### We are compassionate

We work with care consideration and humility.