



Job Description

This job description has been designed to indicate the general nature and level of work required of the post to indicate the level of responsibility. It is not a comprehensive or exhaustive list, and the line manager may vary duties from time to time which do not change the general character of the job, or the level of responsibility entailed.

Post Details	
Job Title	Service Director - SEND and Inclusion
Service	Children's Services
Location	Shute End
Reports to	Executive Director for Children's Services
Worker Style	Hybrid - Remote working with attendance at Council offices as and when required
Responsible for	Line management to: • Head of SEND • SEND and Inclusion QA Lead • Area SENCO
Grade	SD Band
Contract Type	Permanent

Main Accountabilities	
1.	Provision of high quality, safe and effective services to children, young people and families.
2.	Delivering high quality support and challenge to schools, education settings and providers, recognising the Council's enduring responsibility to promote the best outcomes possible for all children and students.
3.	Provide assurance that the Council is effective, ambitious and successful in its delivery of SEND services and to those children to whom we have corporate parenting responsibilities.
4.	Responsible for the effective leadership of the Council's SEND services, acting as Senior Responsible Officer and working with other services and departments providing support to Wokingham schools and settings.
5.	To be responsible for the development and implementation of effective strategy and commissioning for children, young people and adults working effectively with partners to secure good outcomes and best value.
6.	Discharge of the statutory function of the Director of Children's Services, in conjunction with the Lead Member.





7.	To lead the processes that assure the sufficiency and quality of SEND provision, leading on the effective co-ordination of multi-agency work spanning health, education and social care.
8.	Strategically promote the voices of children and families as partners with stakeholders, to co-design and co-produce services.
9.	Show and share leadership across the organisation, promoting 'horizontal', cross Council solutions to complex challenges, with leadership that is visible, vocal and high- impact. Lead the service while contributing to the leadership of all directorates across the organisation.

10.	To drive the vision, standards and performance within the Local Area Partnership to improve educational outcomes for children with SEND and to take a lead on regulated and statutory activity leading the service to prepare for inspection.
11.	To work with the schools community to raise standards and narrow the gap of performance between the most and least vulnerable children and young people, taking statutory intervention and action where required.
12.	To promote children and young people's engagement in council and partner agency services, promoting listening and hearing 'children's and families voice' and experiences.
13.	Oversee High Needs funding and budget distribution to ensure the delivery of effective, efficient and quality services that provide for both financial sustainability and good outcomes for children.
14.	To lead on the development and building of workforce capacity in SEND best practice inclusive pedagogy.
15.	Must act as a champion for the use of digital, data and technology through both the identification and development of business cases and maximise the use of existing tools
16.	Collaborate with internal and external stakeholders, including to understand their needs, priorities and challenges to build strong relationships, effective communication and collaboration on service-related initiatives.
17.	Emergency Planning - serve as the Silver Duty Officer, on an out of hours rota, coordinating the council's tactical response in an emergency.
18.	Demonstrate a strong commitment to an inclusive and diverse environment by actively promoting Equality, Diversity and Inclusion.

Person Specification	Essential	Desirable
Education/Qualifications	Educated to degree level or equivalent in a relevant profession, or equivalent experience.	
	Membership of a relevant professional body (or equivalent) or eligibility for membership Evidence of continuous personal and professional development.	





Experience	-Significant experience of successfully managing an operational service, including; people, budgets and performance. - Experience of creating an environment of continuous improvement and innovation. - Experience of successfully delivering change management, particularly in relation to process improvement. - Experience of leading complex and major projects to successful outcomes. - Significant experience of leading the development and delivery of policies and strategies. - Experience of managing areas within the service portfolio.	
Skills/Knowledge		
	Knowledge and understanding of: - Developments and challenges facing local government and the wider public sector. - Best practice in corporate governance and service delivery. - Performance management and target setting. - Project management.	
	- Partnership working and stakeholder engagement. - Procurement and contract management. - Commitment to equality of opportunity plus knowledge and understanding at both a theoretical and practical level. - A working knowledge of health and safety requirements.	
	Ability to innovate, develop and maintain successful working partnerships	
	Ability to maintain focus on strategic and long-term issues	





	Political acumen and the ability to manage the political interface effectively	
	Excellent prioritising, delegation, time management, staff development and control skills	

Service Director Shared Responsibilities

As a Service Director at Wokingham Borough Council, it is expected that you will A.C.T. on our core values of Ambitious, Care, Together. Our organisational Values are our cultural cornerstones that form the bedrock of our operational ethos. A Leader of people, you will lead your team through our People Strategy to deliver on our core purpose for our communities.

Our Service Directors are expected to deliver on several Shared Responsibilities as leaders of our organisation, ensuring that we demonstrate the behaviours and competencies required at a consistent level to lead our strategic priorities. The Shared Responsibilities will be monitored throughout the year with your line manager, and an annual assessment will be undertaken, alongside your annual performance appraisal. A full definition can be found in the Service Director Toolkit.

People Leader	Leading, motivating and inspiring teams to deliver our corporate priorities in a collaborative culture Essential Skills: interpersonal skills and communication, coaching, listening, collaboration, resource planning, resilience, time management, delegation.
Systems Leader	Working with partners and across organisational boundaries to influence and empower Essential Skills: relationship management, negotiating, influencing, inclusive communication skills, stakeholder management, emotional intelligence, networking.
Political Acumen	Navigating the political environment of the local authority with impartiality and building working relationships with political members. Essential Skills: Judgment, Consistency, Reframing, Relationship management, Managing expectations, Foresight and implications
Change Leader	Embracing continuous improvement and taking our teams on a journey of culture and behavioural changes Essential Skills: partnership working, communicating a vision, listening, project management, time management, systems thinking
Digital Acumen	Being equipped with the knowledge, skills and attitudes to support the digital journey of the organisation Essential Skills: horizon scanning, communication, systems thinking
Organisational Leader	Breaking out of silos to work strategically and collaboratively with each other across the organisation
	Essential Skills: resilience, flexibility, analysis/judgement, communication, forward planning, selling a vision, partnership working, assertive/ constructive challenge
Financial Acumen	Integrating commercialisation with public sector ethics to deliver the best outcomes for residents Essential Skills: Communication, Resilience, Change Management, Risk Management, Budget





	Management
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Purpose Details	
Service Purpose	• Provision of high quality and effective services to children, young people and families with SEND. • Provision of effective and high-quality Education and Safeguarding services for children and young people at risk of harm. • Delivery of high-quality support and challenge to schools, recognising the Council's enduring responsibility to promote the best outcomes possible for its children and students and inclusive practice. • To ensure the best possible outcomes for children and young people with special educational needs. To work to promote the needs of children with SEND, by working in partnership with a variety of stakeholders • Assurance that the Council is effective, ambitious and successful as a Corporate Parent to the children and young people in its care. • Development and implementation of effective strategic commissioning and educational development for children and adults, working effectively with partners to secure good outcomes. • Delivery of effective and efficient services offering good value for money. • Discharge of the statutory function of the Director of Children's Services, in conjunction with the Lead Member, providing specific SME in relation to education and elevating its strategic partnership function in promoting and meeting children's needs.
Role Purpose	• To share leadership of the organisation to set strategic direction and deliver service, departmental and broader Council outcomes. • To be responsible for the effective leadership of the Council's education and lifelong learning service and provide support to Wokingham schools and settings. • To support and lead as necessary the wider Children's Services agenda.
Corporate Parenting	You will champion the principles of corporate parenting by embedding its ethos in all aspects of service delivery, ensuring decisions and actions consistently reflect the responsibility to act as a corporate parent to children in care and care leavers, and actively contribute to shaping and implementing the wider corporate parenting strategy.





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Supervision and Relationships	
Supervision Received	Executive Director for Children's Services
Supervision Given	Monthly
Contacts	





Resources/Budget Management

Responsible for overseeing the High Needs aspect of the Dedicated Schools Grant (DSG) and SEND Reform Plan.

Special Requirements

Ability to travel to a variety of locations in borough, attend evening meetings, politically restricted post, emergency planning responsibilities including out of hours rota. With a hybrid working style, there is the ability to work from home but in person attendance will be required on an as and when basis and directed by Line Manager. This will include, but is not limited to, Council Meetings, Directorate Meetings, Leadership Meetings and ECLT.

Occupational Health Risk Assessment	Details
Skin/Respiratory Sensitisers	N
Working at Height	N
Exposure to Noise (>80-85dB)	N
Confined Spaces	N
Frequent Display Screen Equipment Use	Y
Driving for Work	Y
Hand Arm Vibration	N
Lone Working	Y
Healthcare/Social Contact with Patients	N
Blood Borne Viruses Exposure	N
Food Handling	N
Working with Animals	N
Specialised Medical Screening	N
Night Working	N
Safety Critical Work	N

Nature of the Role	Details
Healthcare or Hospital Work	N
Working with Children (under 18)	N
Working with Elderly/Vulnerable Adults	N
Work Environment Details	Hybrid





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Role Involvement	Details
Working with Children	N
Working with Vulnerable Adults	N
Both of the Above	N
Providing Care/Supervision for Children	N
Providing Care/Supervision for Vulnerable Adults	N
Both of the Above	N
None of the Above	N

Disclosure and Barring Service (DBS)	Details
DBS Requirement	YES
Eligibility Tool	Find out which DBS check is right for your employee - GOV.UK (Find out which DBS check is right for your employee - GOV.UK)

Re-checks
YES

Evaluation Declaration	
Date of Evaluation:	August 2026
Evaluated by:	Sally Halliwell, Head of HR and OD

