

## Job Profile comprising Job Description and Person Specification

### Job Description

<b>Job Title:</b> Asset Manager	<b>Grade:</b> PO4
<b>Section:</b> Culture & Leisure	<b>Directorate:</b> Environment & Community Services (ECS)
<b>Responsible to following manager:</b> Service Manager, Assets, Culture & Leisure	<b>Responsible for following staff:</b> None
<b>Post Number/s:</b>	<b>Last review date:</b> June 2025

#### Working for the Richmond & Wandsworth Better Service Partnership

We're Richmond & Wandsworth Better Service Partnership, the shared public service team for Richmond and Wandsworth Councils. Like any local authority, our role is to deliver the agenda of our elected members on behalf of the people who live and work in our part of the world. We deliver key services to our communities including social care, public health, children's services, housing and regeneration and environmental and community services.

Our joint workforce creates efficiency and resilience by bringing more creativity to the way we work, more objectivity and adaptability too, helping us deliver better services for all our residents.

We're here to help our communities thrive in a changing world, and to be there for the people who need us most we believe we need to keep adapting. That's why, at Richmond & Wandsworth Better Service Partnership, you'll be at the forefront of innovation in local government, and we'll invest in you and offer you opportunities to grow in a way only our unique organisation can.

## Job Purpose

The purpose of the role is to maximise social and financial value for the London Boroughs of Richmond and Wandsworth through the proactive and innovative management of the culture and leisure asset and property portfolio. The role is responsible for developing, monitoring and managing asset-related agreements—such as leases, licences, management contracts, and community use agreements — connected to the Council’s parks, leisure, and cultural assets (including school sports/cultural facilities). The role will manage and oversee the Council’s grant arrangements and agreements with the Voluntary and Community Sector (VCS) for Sport Leisure and Culture.

The role seeks to maximise community benefit, cultural and leisure opportunities, and financial return for the borough through a value-for-money (VFM), commercially aware and equitable in approach.

## Specific Duties and Responsibilities

### Asset impact maximisation, commercial development and income generation

- Identify and develop income generating opportunities and opportunities to maximise social value from cultural and leisure assets.
- Develop, manage and monitor sponsorship opportunities—from finding sponsors to delivering benefits and recognition.
- Work with the Communications team to raise the profile of services and create promotional materials.

### Asset and contract management

- Act as the Council’s lead officer for developing, monitoring and managing all asset-related agreements relating to parks, leisure, and cultural facilities, including leases, licences, hire agreements, and community use/service level agreements.
- Monitor performance and keep clear records to ensure compliance with financial and operational requirements.
- Develop, manage and monitor commercial concessions.
- Help shape and review policies and initiatives for how assets are used by the council, communities and businesses.
- Work with legal, property and finance teams to make sure all agreements (acquisitions, sales, leases, licenses, management agreements and other legal and management issues relating to land and property) align with council priorities and statutory requirements.
- Advise senior managers and councillors on sensitive or complex activities and arrange appropriate protections (e.g. licences and bonds).

### **Stakeholder engagement and partnership management**

- Build and maintain strong relationships with tenants, users, and partner organisations.
- Liaise with service providers using council buildings and land.
- Represent the Council in discussions around land use for events, construction, and development.
- Take part in cross-departmental working groups and represent the Culture & Leisure division as needed.

### **Performance monitoring and reporting**

- Develop, implement and monitor service level agreements alongside leases and licences to maximise social value and benefits.
- Track how assets are used, what impact they have, and how they perform financially.
- Write reports and updates for Senior Officers, SLT, Cabinet, Committees and other stakeholders.
- Attend meetings and other forums, including those taking place outside of normal working hours.
- Monitor and report on Agreement compliance including usage, financial performance, community and social impact of the agreements.

### **Policy, governance and compliance**

- Promote equity, fairness and transparency in all asset-related decisions and ensure equal access to opportunities for community and commercial partners.
- Stay up to date with relevant laws, policies and best practices in asset and contract management.
- Carry out any other reasonable duties as needed, in line with the role and pay grade.

### **Generic Duties and Responsibilities**

- To contribute to the continuous improvement of the services of Richmond & Wandsworth Better Service Partnerships.
- To comply with relevant Codes of Practice, including the Code of Conduct and policies concerning data protection, handling complaints and health and safety.
- To adhere to security controls and requirements as mandated by Richmond and Wandsworth procedures and local risk assessments to maintain confidentiality, integrity, availability and legal compliance of information and systems
- To promote equality, diversity, and inclusion, maintaining an awareness of the equality and diversity protocol/policy and working to create and maintain a safe,

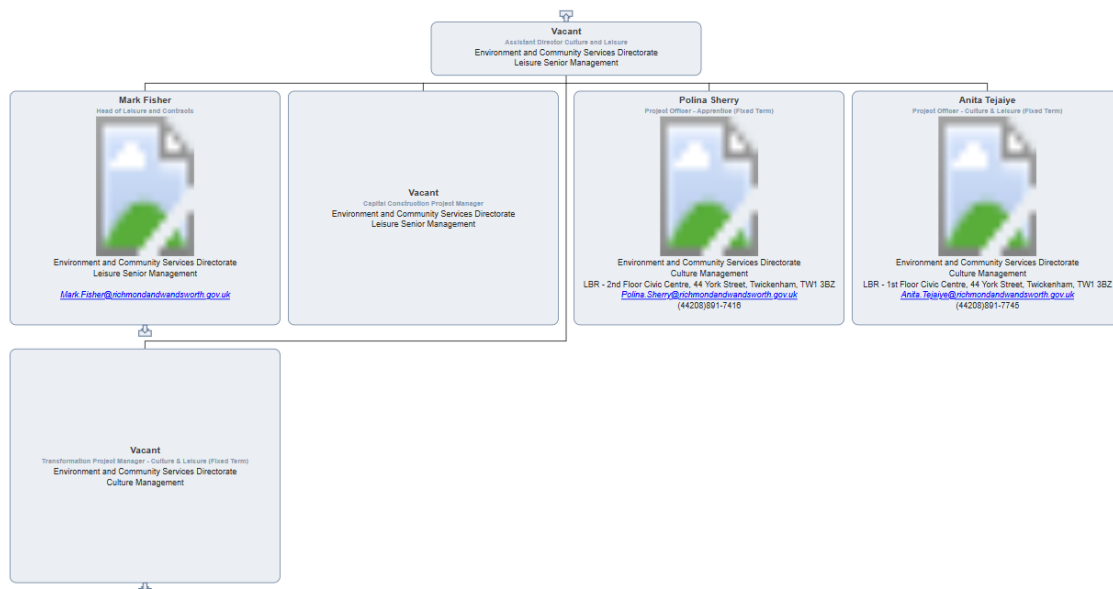
supportive and welcoming environment where all people are treated with dignity and their identity and culture are valued and respected.

- To understand both Councils' duties and responsibilities for safeguarding children, young people and adults as they apply to the roles within the Councils.
- The profile is not intended to be an exhaustive list of the duties the post holder will carry out. Other reasonable duties commensurate with the level of the post, including supporting emergency and priority situations, will form part of the role.

### Additional Information

- Must have a flexible approach to working hours including ability to work unsocial hours, as monitoring visits will at times be undertaken in evenings and at weekends.
- If applicable, a DBS check may be conducted.

### Team structure



## Person Specification

<b>Job Title:</b> Service Manager Assets	<b>Grade:</b> PO4
<b>Section:</b> Culture & Leisure	<b>Directorate:</b> Environment & Community Services (ECS)
<b>Responsible to:</b> Service Manager, Assets, Culture & Leisure	<b>Responsible for:</b> None
<b>Post Number/s:</b>	<b>Last Review Date:</b> June 2025

### Our Values

THINK BIGGER

EMBRACE DIFFERENCE

CONNECT BETTER

LEAD BY EXAMPLE

PUT PEOPLE FIRST

Our Values are embedded across Richmond & Wandsworth Better Service Partnership and throughout all roles and responsibilities at all levels of the organisation. Please [familiarise yourself with our values](#) as they are an integral part of our recruitment and selection process.

Person Specification Requirements			Assessed by A/I/T/C (see below for explanation)
Knowledge	Essential	Desirable	Assessed
Sound understanding of performance monitoring frameworks, VFM principles, and procurement standards	x		I/T
Knowledge of Land and Property Assets	x		I/T

Knowledge of relevant legislation, standards and good practice in asset and contract management.	<b>x</b>		I/T
Knowledge of equality, diversity and inclusion as it applies to service delivery and access to public assets.	<b>x</b>		I/T
Knowledge of managing assets and contracts in leisure and culture		<b>x</b>	
Knowledge of attracting and securing new forms of income in parks, leisure and culture		<b>x</b>	
<b>Experience</b>	<b>Essential</b>	<b>Desirable</b>	<b>Assessed</b>
Managing commercial aspects relating to assets, maintaining systems of record keeping and inventories in relation to land, property and other assets	<b>x</b>		A/I/T
Negotiating contracts and managing contract performance.	<b>x</b>		A/I/T
Working in a local government, transformation, parks, leisure or cultural services context.	<b>x</b>		A/I/T
Identifying and delivering income-generating initiatives or sponsorship arrangements	<b>x</b>		A/I/T
<b>Skills</b>	<b>Essential</b>	<b>Desirable</b>	<b>Assessed</b>
Manage and monitor lease, licence and concession agreements with a focus on commercial value, community benefit and compliance	<b>x</b>		I/T
Strong communication and negotiation skills, with the ability to build effective relationships with a range of stakeholders	<b>x</b>		I/T

Assess, interpret and draft contract documentation and Heads of Terms	<b>x</b>		I/T
Ability to minimise expenditure and maximise income and capital receipts through the negotiations of agreements, acquisitions and sales relating to land, property and development proposals.	<b>x</b>		I/T
Provide advice on planning applications and development proposals	<b>x</b>		I/T
Oversee changes in ownership and management of relevant land and property assets	<b>x</b>		I/T
Acquire and sale land, property and other assets to the benefit of the and the Council	<b>x</b>		I/T
Proficiency in using Microsoft Office, including Excel and Outlook, and asset management systems.	<b>x</b>		A/I/T
Report writing and data analysis, particularly relating to financial and usage statistics.	<b>x</b>		I/T
<b>Qualifications</b>	<b>Essential</b>	<b>Desirable</b>	<b>Assessed</b>
Educated to degree level or equivalent experience in property, leisure, parks management, or business administration.	<b>x</b>		C
Relevant professional qualification or training in asset or contract management		<b>x</b>	C

**A – Application form / CV**

**I – Interview**

**T – Test**

**C - Certificate**