

## HEADLINE FACTOR DEFINITIONS

### **Communications**

To have the presence, credibility, the use of language and judgement used to deliver both spoken and written messages to a variety of audiences. To actively listen and respond appropriately to a variety of audiences.

### **Decision making**

To analyse and form conclusions from a moderately difficult set of circumstances, information and facts and to utilise the results to form a conclusion to be used as the basis for making a judgement in a reasoned and mature fashion.

### **Leadership**

To consistently inspire trust and confidence and have the ability to motivate people to achieve a common purpose whilst maintaining a harmonious relationship with all those involved. To be an advocate for and represent, the electorate in a Members ward.

### **Demands**

The time, energy, interest and commitment required to effectively discharge the requirements of the role.

### **Scope (size)**

The relative size to other roles and scope for joint and independent action.

### **Impact**

The degree to which the role impacts on the work of the elected council taking the nature of the impact.

### **Knowledge**

The relative level of understanding of the workings of local government required to fulfil the role.

### **Teamwork**

The degree to which the role has collective ownership, sharing of information and effort to achieve a common purpose effectively and efficiently.

### **Budget**

Influence and control, either direct or indirect over the resources of the authority.