#### **Role Profile**

**Job Title: Senior Local Economy Manager**

**Post Number: 217130 Grade: HMG3**

**Department:**   **Regeneration and Economic Growth**

**Section: Inward Investment and Local Economy**

**Reports to:**   **Assistant Director Inward Investment and Local Economy**

**PURPOSE OF ROLE:**

The Council’s aspirations and priorities set out in the Corporate Plan and the potential

identified in the Business Case for Growth (BCfG) require the establishment of a proactive inward investment and local economy function to attract and retain businesses. Reporting into the Assistant Director Inward Investment and Local Economy the focus of this role as a **‘**steward for place’ is to take a strategic approach to growth and investment aligned with Hounslow’s ambitions as set out in the BCfG.

1. To Lead and manage the team that promotes and supports Local Economy.
2. To lead the team that manages UKSPF funds or other future funding sources, that facilitates and supports local business networks and collaborations, including advisory services, funding assistance to local businesses, incubation, entrepreneurship programmes and local supply chains.
3. To lead and manage the team that supports and promotes local towns, high streets and communities, including developing and piloting new models of working (e.g. BIDS, Town Centre Partnerships in Hounslow, Brentford, Chiswick, Isleworth and Feltham) to promote buy-in and managing associated funds to support activities in these places.
4. To lead on securing external funding (e.g. UKSPF, CDF). Developing, managing and monitoring complex funding bids and programmes that deliver local inclusive economic growth and to work alongside the teams that deliver Investment Opportunities and Enterprise and Growth strategies, and undertaking data-analysis.
5. To lead and manage the team that promotes and support Local Economy, relevant investments and partnerships that drive Net Zero Neighbourhoods.

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**KEY ACCOUNTABILITIES**

Corporate:

1. Strengthen the corporate understanding of the importance of supporting the local economy and how a local authority can influence the market.
2. Be a source of expertise internally on the local economy and provide training if necessary
3. Contribute to the development of council strategies in all directorates where supporting the local economy may enhance outcomes for Hounslow residents.
4. Conduct regular supervisions, annual performance development appraisals, target setting and devise learning and development plans for all direct reports. Be responsible for the tasking and day-to-day line management of all direct reports; ensure that their training and other needs are met to ensure that they are able to contribute fully to the department’s work plans.
5. Work with corporate communications to manage Hounslow’s external communications (e.g. website, publications) and regularly review content on public information relating to the service area to ensure information is up-to-date and accessible.
6. Maintain a detailed understanding of local and national policies and/ or best practice that support businesses and the local economy and apply this knowledge to attract inward investment into Hounslow
7. Contribute to the provision of corporate and innovative leadership across the council, developing a coaching culture, leading transformational change as well as incremental continuous improvement
8. To provide advice and support to councillors and other officers on relevant areas of service delivery, ensuring compliance with the council’s standing orders
9. Effectively participate in the Council’s emergency planning and responds to emergency situations when required to do so.
10. Assist in the conduct of elections when required to do so.

Functional

1. Lead the Local Economy Team to ensure that the team delivers on the directorate and the corporate plan.
2. Help to lead on the establishment of a comprehensive investment and local economy function that retains current investors and businesses, attracts new ones, and specifically a focus on towns and communities, and data analysis to guide decision making and monitoring impact.
3. Strategically lead on the management and monitoring of funding bids, such as UKSPF, future High Street Funds and other future fund opportunities and programmes, that emerge to support the local economy and growth.
4. Lead on policies to promote local businesses, including piloting new models of town centre management (e.g., BIDs, town centre partnerships or boards), to promote the co-design, promote buy-in, and managing any associated funds to support activities.
5. To lead on work with existing collaborations with organisations linked to local economy, such as the Business in the Community, Chambers of Commerce, established
6. Manage and guide officers in the function of promoting skills development and local employment.
7. Supervise and guide officers in planning business support, including for advisory services and funding assistance to local businesses.
8. Inform and support the delivery of local economic growth strategies and provide specialised support for local entrepreneurs and start-ups (e.g., incubation, entrepreneurship programmes).​
9. Supervise and guide officers on delivering plans to strengthen local supply chains by promoting businesses and anchoring institutions, to source and procure locally.​
10. Drive new investment and partnerships to deliver Net Zero Neighbourhoods.
11. Be the day-to-day manager of the service budget.
12. Champion the supporting of the local economy internally and externally at every opportunity.
13. Support the AD Inward Investment and Local Economy in developing strong partnerships and delivering strategic and service objectives across the Council.
14. Support the AD Inward Investment and Local Economy Lead on the development of the annual service plans.
15. Represent the Local Economy team and the Council at stakeholder networking events, such as those run by the GLA, London Councils, WLA, central government or performance improvement organisations.
16. Attends meetings of Borough Council, Cabinet, Committees and Sub-Committees, panel and officer level meetings, where appropriate and advise on service specific matters.
17. There is an expectation that this role will be present in the offices at least 2 days per week.

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**T****hese are the values that drive us:**

**Lead with heart**

We’re here for the people of Hounslow. We work together with them and for them with care and compassion, with patience and in partnership. We put ourselves in other’s shoes, remembering that every person is different,and every interaction is a real moment in their lives. We always feel first.

**Do new**

We need to do things differently if we’re going to help Hounslow people thrive in the future. Hard work is important but it’s not enough on its own. We need to challenge ourselves to break new ground, invent new approaches, try new ideas keep moving forward and keep improving. That means being ready to stop doing things we’ve done before. It means taking on risk and backing each other when we take a leap.

**Pass on the power**

The world keeps on changing and we need to change with it. We won’t be able to adapt fast enough to the future needs of our residents if we stick to old fashioned command and control. We need to hand over responsibility and give people more power to make decisions and take action themselves. It’s about being transparent and straightforward. It’s about providing tools and support. But most of all, it’s about being ready to trust each other to do the right thing.

**Harness the mix**

We work together, across disciplines and roles. We talk lots, share our insights, our skills and experience. We’re not interested in siloes or defensiveness. We’re always open to different approaches, we’re flexible and ready to adapt. We break down the barriers between our parts andpeople to unlock the problem-solving power of our amazing mix of minds.

**Be a rock**

There’s lots to do and people need us. It’s up to us to take the initiative. To take responsibility. To stand up and be counted. Everyday. It’s about being super focused, effective and efficient. It’s about allocating our resources smartly and with good rationale – using data to help guide our

decisions. But most of all, it’s about having the strength and determination

to keep on going through thick and thin.

**The top 5 things about you that are most important:**

* You will bring considerable, demonstrable experience and success of working in the arena of Local Economy.
* You will bring expertise supported by strong analytical, project and programme management skills, as well as a track record of financial competency in managing budgets and commercial acumen in relation to piloting new models, business support planning, including any advisory services and funding assistance.
* You will have proven knowledge and understanding of the funding landscape and a track record of bidding for and managing complex funding programmes that support the local economy.
* You will have experience of developing networks and relationships with anchor institutions, key stakeholders and businesses, with a focus on driving Net Zero.
* You will have experience of leading and managing teams, providing leadership that empowers, motivates and develop staff.

**Qualifications:**

* Educated to degree level or you have demonstrable work-based experience that evidences an equivalent level of attainment and competence.