#### **Role Profile**

**Job Title: Senior Enterprise & Growth Manager**

**Post Number: 217129**  **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 & 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 delivers local enterprise and growth within Hounslow.
2. To lead on a renewed approach to local Enterprise and Growth delivering tangible support and benefits to local businesses and residents.
3. To lead on the delivery of key sector development (e.g., sector-specific forums, property/developer forum) to enhance and maintain the profile of the borough, through attendance at investment and specific sectoral events (e.g., MIPIM, UKREiiF). To undertake marketing to champion the successes of local businesses and enable greater local procurement and supply chain linkages.
4. Develop and promote partnership working on key projects (e.g., West London Orbital), and around key growth areas (e.g., Great West Corridor). Review, create and strengthen partnerships arrangements with key public sector bodies (e.g., GLA, TfL).
5. To lead on securing external public and private sector funding through development of bids and initiatives to support activities.

**KEY ACCOUNTABILITIES**

Corporate:

1. Proactive lead, co-ordinating work focused on key growth sectors through targeted propositions and market insights. Establish new functions to address specific interventions as identified in the BCfG supporting inward investment and local growth, through sector development and partnerships. Ensuring that the needs of residents and wider stakeholders are fully considered in creating the best places for opportunities in employment.
2. Establish key projects and programmes being delivered by the team, supporting businesses through projects such as the Digital Dock; the Creative Enterprise Zone; Business in the Community; UKSPF funded projects. Develop a renewed approach to growth demonstrably delivering benefits for existing residents.
3. To lead and centralise a proactive approach to the promotion of enterprise and business support​. Strategic oversight and direction, delivering promotional events and marketing campaigns​, understanding the best places for opportunities in skills & employment to better meet needs of local residents and businesses.
4. Work with Service heads to ensure projects and service provision are aligned to the ‘Ambitious for Hounslow’ vision. Targeted and intentional approach to promotion of key sectors and opportunities in the borough, as part of the Council’s inward investment efforts.
5. Work with anchor institutions and partnerships to promote programmes and generate intelligence across key growth sectors by developing a deep understanding of the market and a targeted proposition to support and drive growth.
6. Contributes to the provision of corporate and innovative leadership across the council, developing a coaching culture, leading transformational change as well as incremental continuous improvement.

Functional:

1. Lead the Enterprise and Growth team to ensure that the team delivers the directorate and the corporate plan.
2. Provide strong leadership working at a senior level with local government in relation to the local economy and working with senior officers and elected members.
3. 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 targeted approach to strengthening Hounslow’s key sectors through the development of greater business intelligence and partnering.
4. Develop and promote partnership working on key projects (e.g., West London Orbital), and around key growth areas (e.g., Great West Corridor). Review, create and strengthen partnerships arrangements with key public sector bodies (e.g., GLA, TfL).
5. Lead on the development, delivery and facilitation of new sector forums or groups, where these don’t already exist, (e.g. creative, digital, green economy, logistics) or to work collaboratively with those organisations, where such sector groups are already established.
6. Working with the Investment Opportunities Team, to develop a series of key sector propositions, to promote the growth of these sectors, in order to attract new investments, grow existing sectors and businesses, specifically those in the supply chain.
7. Identify target areas of competitive advantage, providing a policy basis for partner engagement, and generate market intelligence and monitoring. Demonstrating exceptional skills as a communicator able to build and sustain partnerships with key stakeholders at a senior level.
8. National & international marketing, including engagement and collaboration and events to enhance and maintain the profile of the borough, e.g ( attendance at national/international investment and sector events MIPIM, UKREiiF). Marketing events that champion successes of local businesses and enable procurement and supply chain linkages.
9. Promote skills development and local employment in collaboration with Council teams outside of the Directorate (e.g., skills and employment and the jobs brokerage).
10. Provide Business support, including advisory services and funding assistance to local businesses.
11. To lead on the management of any new IT / CRM systems to support activities delivered through the Enterprise and Growth team.
12. To be responsible for the development of any required bids, tenders and frameworks.
13. Ensure a strategic fit with key borough objectives for inward investment and local economy, in all development and to identify opportunities for joint working. Inform and support the delivery of local economic growth strategies providing data analysisto guide decision-making and monitor impact.
14. Lead and establish performance management and key performance indicators. Maintain and develop a culture that is consistent with the performance management framework and to take action where necessary to keep the key performance outcomes on course.
15. Demonstrate high levels of financial acumen when managing business plans and budgets within agreed assumptions and hurdle rates, and in doing so ensure that value for money can clearly be demonstrated.
16. Ensure effective reporting of progress, risks and opportunities through the Project/Programme Boards. This is to include clearly identifying barriers and solutions to delivery, which may arise over economic and political cycles including with the production of a comprehensive risk register.
17. There is an expectation that this role will be present in the offices at least 2 days per week.

**These 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 and

people 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 within the arena of enterprise, growth and business support.
* 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. Sound commercial acumen, including a good understanding of the business support and external funding landscape and securing external funding.
* You will have proven experience of developing networks and building relationships with key sector groups, local businesses, developers, relevant stakeholders.
* You will have highly developed marketing and business support skills.
* You will have experience of leading and managing teams, providing leadership that empowers, motivates and develops staff to deliver positive outcomes for the service area.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Qualifications:**

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