

JOB DESCRIPTION

Job Title: STRATEGIC BUSINESS MANAGER

Salary: **£35,000 to £40,000 (dependent on experience)**

Reports to: Deputy Chief Executive

Job Purpose/Key Role:

This role is central to connecting and engaging the business community and supporting GFirst LEP in delivering its role as the voice of businesses. Working with the LEP Business Groups to develop activities that drive economic growth and support the delivery of the LEP's Strategic Economic Plan (SEP).

Main Duties/Responsibilities/Accountabilities:

- Facilitate the successful functioning of the Business Groups in line with the LEP vision. Determine new ways of engaging business sectors with the LEP and delivering activities and initiatives that support and take the LEP and its vision forward.
- Manage the Business Engagement Team to forge relationships with the key stakeholders in local businesses, local authorities and the County Council that may have an impact on the economy of the county.
- Work with Chairs of the Business Groups to ensure that, as a minimum, each group has clear and relevant, aims, objectives and activities linked to the current Strategic Economic Plan (SEP) and future LEP Industrial Strategies.
- Agree agendas with Business Group Chairs, attend all Business Group meetings and produce a timeous, accurate, monthly Business Group update covering all groups for the website.
- Be proactive on all issues arising from the Business Groups and keep senior management aware of any potential risks impacting on the SEP or Industrial Strategies. Provide advice and proposed solutions to mitigate any risks.
- Maintain a continuous review of the performance of existing Business Groups. Provide evidence and recommendations to senior management about both discontinuing any existing groups or of the need to creating new groups to support the SEP and Industrial Strategies.

- Represent the LEP as the lead as required in negotiations relating to:
 - Proposed solutions to the *Breaking Down Barriers to Development* paper
 - West of England Energy Hub
 - LEP Energy strategy funded by BEIS
- Keep abreast of the implications of national and local news, politics and legislation on the local economy and work with all local districts and the County Council.
- Working with the Marketing team to help to deliver communications highlighting sector group activity and outreach activity to the business community. This would include management and delivery of business surveys, social media campaigns, newsletters, focus groups and other methods of engaging businesses.
- Promote the delivery of business support in Gloucestershire, through Government or otherwise funded programmes.

PERSON SPECIFICATION

QUALIFICATIONS	Educated to degree level or equivalent and /or be able to demonstrate relevant business experience.
KNOWLEDGE	<p>Demonstrate good knowledge relevant to businesses across a variety of sectors including a willingness to gain an understanding of the barriers to developing and growing successful enterprises.</p> <p>Knowledge of Local Enterprise Partnerships and the business support landscape to support business and economic growth.</p> <p>Awareness of political and policy developments affecting businesses.</p>
EXPERIENCE	<p>Be able to demonstrate a track record of delivering business engagement activities.</p> <p>Able to demonstrate the successful delivery of activities and initiatives working with a broad range of stakeholders and businesses.</p>
SKILLS – personal	Able to work on own initiative and as well as part of a wider team.

	<p>Able to provide a favourable and professional impression by demonstrating excellent communication and interpersonal skills.</p> <p>Able to manage engagement with stakeholders and partners from the public and private sectors.</p> <p>Excellent verbal and written communication skills.</p> <p>Flexible and reliable.</p>
SKILLS – technical	<p>Demonstrate an ability to use IT proficiently using Microsoft packages (MS Word, Excel, Powerpoint; MS Outlook).</p> <p>Experience of using Client Management Systems.</p>

Job Context/Challenges:

- Specific business growth and local geographic knowledge to add value to the management and delivery of business engagement initiatives.
- Delivery of annual plans, monitored regularly with the line manager reviewing progress against personal objectives and targets.

Key Relationships:

Internal

- Other staff/team members – cross team working and reporting is essential to this to support and coordination to deliver aspects of the engagement and initiative delivery.
- Meet regularly with the line manager to assess ongoing and evolving tasks and areas for personal focus/development.

External

- Businesses – to add value to them and provide access to all areas of business support, ultimately to enhance the economic performance of the region.
- Intermediaries – positioned to be able to provide & receive quality engagements and utilise key relationships with all relevant intermediaries.
- Project promoters – to monitor project development and maximise return on investment.

Decision Making Authority:

- Day to day decisions of how best to manage ongoing tasks and workload to meet personal objectives and targets.

Additional Information:

- Comply with any additional reasonable requirements relevant to the needs of the team and the business.
- Occasional unsociable hours and travel.

Equal Opportunities Statement:

GFirst is an Equal Opportunities employer and seeks to ensure that all applicants are treated in a fair and non-discriminatory manner. Standardised recruitment processes are followed and all applications for posts are considered against pre-determined criteria relevant to the requirements of the post. Consistent with our Equal Opportunities Policy, the Company does not discriminate on any grounds including, but not limited to, race, ethnic origin, colour, sexual orientation, gender, marital status, disability, class, age, political belief, religion or belief.

Respect and Dignity at Work – ‘Improving Working Lives’

GFirst is committed to equality of opportunity and diversity in the workplace; all managers and staff are responsible for ensuring that this is delivered in practice.

GFirst is equally committed to respect for other people and all managers and staff are expected to be clear of what is expected of them and for ensuring that they commit to this policy in their day-to-day working life.

GFirst will not tolerate any forms of bullying or harassment in the workplace.

Everyone has a personal responsibility to seek to improve his/her own and colleagues’ working lives to create a healthy and productive working environment.