

## JOB DESCRIPTION

**Job Title:** Business Engagement Project Manager – Anchor Institutions

**Salary:** Circa £40,000 (depending on experience) - Fixed term 12 months

**Reports to:** Director of Strategic Growth

GFirst LEP is Gloucestershire's Local Enterprise Partnership - our mission is to make Gloucestershire great by driving sustainable economic growth throughout the county, creating jobs and business opportunities for thousands of people. We're led by the business community, in partnership with voluntary, education and public sectors, to help Gloucestershire realise its economic potential.

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### Job Purpose/Key Role:

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Organisations with a long-term commitment to the place they are rooted in play an essential role in strengthening the local economic, environmental and social aspects of our community. Such organisations are often referred to as anchor institutions. This term is used more frequently with public sector organisations. However, local businesses can also possess the qualities of anchor institutions.

There is a strategic commitment to developing the role of Anchor Institutions in Gloucestershire. In March 2021, the Gloucestershire Health and Wellbeing Board approved ten principles which set out publicly how the member organisations will act as anchor institutions for the local community going forward. The principles form a Gloucestershire Anchor Institutions Charter for any organisations which consider themselves to be anchor institutions to pledge their commitment.

We have identified five key domains where anchor institutions can truly add value and the types of actions organisations can take to have a positive impact in these areas:

- Employment including recruitment and workforce
- Procurement of goods and services
- Use of buildings and capital
- Environment sustainability
- Partnering in place

The primary purpose of this role is to establish what being an 'anchor institution' means in a private sector context. How can this be communicated and how does it add value to the businesses and have a positive impact on local communities. This is an 'end to end' role that will deliver the full scope of this pilot project, implementing activities, reporting findings and making recommendations for next steps. The ideal candidate will be able to demonstrate and evidence a strong understanding of managing and delivering projects and have experience of private sector business engagement. Knowledge gained from working with or in the public sector would also be beneficial.

This post is funded in partnership with Gloucestershire County Council

## **Main Duties/Responsibilities/Accountabilities:**

### Project management

- Design, develop and deliver a project that identifies how an anchor institutions charter can be developed with private sector businesses.
- Ensure effective and timely reports on progress to GFirst LEP, GCC and the Health and Wellbeing Board.
- Design key processes – sign up, monitoring and reporting, renewal
- Develop a long-term strategy for embedding the business anchors approach

### Research and development

- Define the commitments and activities that would identify an ‘anchor institution’ in a private sector setting.
- Identify the current activities of ‘socially conscious’ businesses – Living wage, B-Corp, ISO 5001 or publicised actions of businesses – SME Climate commitment, Disability confident - as a potential baseline of activities that could be used to develop a charter.

### Business engagement

- Support the business engagement activity of GFirst LEP and Gloucestershire County council through referrals and signposting to other relevant service.
- Work with local businesses to review the 10 pledge commitments and 5 key areas set out in the ‘Source of Strength’ report to establish how they can be achieved in a private sector business context.
- Establish a database of businesses to test the ‘appetite for’ and perceived value of an anchor institutions charter.
- Support business development and charter status through embedding social, economic and environmentally sustainable business practices within core operational activities.

### Marketing and communications

- Implement a marketing and communications strategy to support targeted business engagement activity with a number of identified businesses.
- Identify options for digitalisation of the charter process.
- Develop marketing resources
- Communicate the value and benefits of the anchor institutions approach to businesses and the community.

### Evaluation

- Record and report findings of business interactions including the barriers and opportunities for businesses engaging with the charter.
- Establish viability in terms future investment based on minimum levels of participation and activities and recommend next steps and resourcing.

- Record case studies.

### PERSON SPECIFICATION

<b>QUALIFICATIONS</b>	<ul style="list-style-type: none"> <li>• Educated to degree level or equivalent</li> <li>• Programme / Project Management Qualification</li> <li>• A recognised business or management qualification, or equivalent business management experience and training</li> </ul>
<b>KNOWLEDGE</b>	<ul style="list-style-type: none"> <li>• Able to present a well-argued, robust business case</li> <li>• Problem solving, analytical skills and benefits management</li> <li>• Advanced skills in solving complex or contentious problems</li> <li>• Able to demonstrate a sound knowledge of quality assurance / and risk management.</li> <li>• Knowledge of the activities and attributes of ‘socially conscious’ businesses and programmes to support sustainable business growth.</li> <li>• Knowledge of the Gloucestershire business community</li> </ul>
<b>EXPERIENCE</b>	<ul style="list-style-type: none"> <li>• Experience of managing and delivering projects</li> <li>• Working with senior managers and multiple stakeholders</li> <li>• Preparing and presenting precise and clear reports</li> <li>• Experience of budget management</li> <li>• Experience of business engagement/account management activity</li> <li>• Experience of supporting marketing and communications strategies</li> <li>• Experience of identifying and managing risk, and planning appropriate interventions</li> </ul>
<b>Behavioural Attributes</b>	<ul style="list-style-type: none"> <li>• Passionate about social responsibility and sustainability</li> <li>• Collaborative approach</li> <li>• Self motivated and self determined</li> <li>• Excellent written and verbal communication skills</li> <li>• Good negotiation skills and influencing skills</li> <li>• Able to work with and exercise influence across a range of stakeholders</li> <li>• Self-aware and open to learning</li> <li>• Able to enthuse, achieve buy in and drive change</li> <li>• Evidence of ability to influence multiple stakeholders at a senior level</li> </ul>
<b>SKILLS – technical</b>	<ul style="list-style-type: none"> <li>• Demonstrate an ability to use IT proficiently using Microsoft packages (MS Word, Excel, PowerPoint; MS Outlook).</li> <li>• Experience of using Client Management Systems.</li> <li>• Experience of setting up project management tracking and reporting systems.</li> </ul>

**Job Context/Challenges:**

- ‘Sources of Strength’ – Report of the Director of Public Health sets out in detail the benefits to the community of anchor institutions.  
<https://www.gloucestershire.gov.uk/media/2111500/dph-report-2021-sources-of-strength.pdf>
- GFirst LEP draft Local Industrial Strategy - <https://www.gfirstlep.com/industrial-strategy/>
- GFirst LEP operate a flexible working model but this role will require an amount of onsite Gloucestershire based business and stakeholder meetings.

**Key Relationships:**

**Internal**

- Other staff/team members – cross team working and reporting is essential to this to support and co-ordinate project delivery and wider GFirst LEP initiatives.
- Meet regularly with the Director of Strategic Growth.

**External**

- Businesses – develop a business engagement strategy, arrange and attend business meetings, to add value to them and provide oversight of the project. Support access to all areas of relevant business support and enhance the economic performance of the business and the county.
- Stakeholders – provide timely monitoring and reporting and ensure the project is delivered as a one team approach
- Intermediaries –to be able to support quality engagements and develop key relationships with all relevant intermediaries.

**Decision Making Authority:**

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

**Additional Information:**

- You may be required to undertake such reasonable additional duties as required from time to time.
- We may reasonably vary your duties and responsibilities at any time according to the needs of the Company’s 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.

**GDPR**

GFirst LEP takes the security of your data seriously. We have internal policies and controls in place to try to ensure that your data is not lost, accidentally destroyed, misused or disclosed, and is not accessed except by its employees in the performance of their duties.

**Apply**

Application closing date Sunday 12th August

Interviews 22nd and 23rd August

Please apply with a CV and covering letter explaining your interest in the role to:

[sarah.danson@gfirstlep.com](mailto:sarah.danson@gfirstlep.com)