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Invest Telford Team Leader

Grade – P015

Job Description

Job Purpose
<p>To provide overall management of the Inward Investment and Business Support delivery team. Responsible for the provision of a streamlined and joined up business support service to all existing and new businesses through Invest Telford, management of the Pride in Our High Street programme and Visit Telford Strategy and programme, engagement that establishes strong relationships with Telford's business community and for the development and delivery of an annual inward investment strategy.</p>
Major Tasks
<p>This post is a designated Team Leader responsible for the line management of a team of people and delivering an element of the service.</p> <p>Generic management tasks listed below:</p> <ul style="list-style-type: none"> • To support the Councils visions and priorities both internally and externally • To identify and address individual development needs and manage performance of team members • To prioritise and plan team objectives • To identify and highlight resource issues to the Service Delivery Manager • To ensure team objectives are delivered in the most cost effective manner, minimising waste • To ensure team meet their objectives and targets within agreed timeframes • To deliver standards which achieve equality of opportunity <p>Additional major tasks</p> <ul style="list-style-type: none"> • Manage the Invest Telford business plan and business engagement strategies, ensuring that they are refreshed on an annual basis to ensure that the Invest Growth Hub is delivering the outputs and generating any income targets set out in the plan • Play a major role driving delivery of the Council's Economic Development Strategy – Invest Telford • Identify and personally represent Telford's offer to new investors at local, national and international level, negotiating bespoke business deals in order to create jobs and economic growth working with senior representatives of a cross section of businesses • Manage a portfolio of business contacts at Director level, including existing, FDI and high growth/scale up businesses, potential inward investors and intermediaries, • Manage relationships with partnerships and networks such as the Invest Telford Partnership, Telford Business Board, Telford Chamber and relevant Government agencies identifying opportunities for collaboration with partners • Working with the SDM and Director to maximise value for the Borough and business community from the Marches Joint Committee and any subsequent devolved economic development structures • Develop and manage an annual marketing and communications strategy for Invest and Visit Telford working with Corporate Communications Team • Manage the delivery of the new Visitor Economy Strategies and related partnerships for the Borough, informed by engagement with key stakeholders and act as client for visitor economy investment projects • Manage the delivery of initiatives to support the regeneration of High Streets including the Pride in Our High Street Programme

- Manage team activity to ensure that the outputs and deliverables required by funding partners including Government Departments, are recorded in the required format and submitted in a timely manner
- Develop and maintain effective and influential relationships with funding bodies, ensuring their continued understanding of the Borough's offer, opportunities, needs and priorities
- Manage delivery of all business grant funding programmes, maximising the uptake of business grants to support business growth and job creation in the borough
- Ensure that Invest Telford and the Growth Hub is effectively linked to other strategic facilities such as Universities, centres of excellence and catapults, making sure that Telford's businesses benefit from nationally and internationally recognised business expertise
- Ensure that Invest Telford is used to its full potential to attract inward investment and to support Council services in developing commercial activity
- Lead on the development and implementation of an effective inward investment marketing strategy that draws on a clear understanding of barriers to growth, sector strengths and opportunities, market growth trends and knowledge of competitor Destinations
- Manage effective client account management of Telford's high growth and FDI companies by Account Managers, ensuring that a clear strategy and engagement targets are in place and are monitored,
- Develop and manage relationships with all internal Council services who have contact with business ensuring a coordinated, approach that is responsive to business needs
- Ensure that information from businesses relating to skills and training is effectively managed and communicated to ensure that barriers are removed and that businesses are able to access education and training that meets their needs
- Ensure that businesses receive a comprehensive recruitment and redundancy support offer
- Ensure the provision of an effective central shared database to manage information on all local businesses embedding a checklist of support and data to be captured through regular contact with all our businesses
- Brief Members and senior officers as appropriate and make recommendations
- Represent the Council at external meetings, locally, sub regionally and nationally where necessary
- Maintain at all times a customer focussed approach, ensuring the team work effectively, achieving high levels of face to face business engagement to create strong relationships and develop business loyalty to Telford
- Support the Council's commercialisation strategy and move to effective use of AI by identifying business opportunities for service teams
- Provide lead professional advice, performance reports and monitoring information to senior management, members and partner organisations as appropriate and make recommendations

Contacts & Relationships

- Working with senior council officers, to streamline business support and support the Council's commercialisation and invest to save strategies
- Working with Members, providing high level professional advice on complex business support, grant funding and partnership issues, recommending actions to address barriers and challenges to business growth
- Face to face contact with businesses, providing business support and advice to address business needs

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- Negotiation with senior officers in partner and intermediary organisations to maximise collaborative and innovative activity and to achieve economies of scale
- Negotiation and collaboration with partners including Marches Joint Committee authorities to ensure maximisation of opportunities to streamline and enhance investment and business support delivery
- Manage negotiations with sponsors and the business community to maximise income to the Authority and develop strategic relationships
- Lead role as the main contact and main negotiator for the authority in face to face contact with senior management of Telford's top high growth businesses in order to promote Invest Telford and generate brand loyalty
- Lead role in working with senior officers from education and training providers and the voluntary and community sector in order to ensure that the skills, training and recruitment needs of businesses are met
- Lead role in working with senior representatives of regional authorities such as WMCA to secure funding for business growth and innovation
- Providing professional advice to senior officers in the authority; senior officers in partner agencies, the business community, the voluntary and community sector, local and central government, on issues relating to business support and inward investment
- Contact with Group Manager – Place and, where appropriate, the Director Housing, Employment & Infrastructure to provide strategic and operational advice on opportunities, business planning, priorities, performance, monitoring and budgets and to receive direction

Creativity

- Provides leadership, innovation and creativity in the development and delivery of strategies relating to business advice and support and inward investment marketing and promotion
- Provides a leadership role within Team
- Briefs the Cabinet and SMT and produces reports on a regular basis that are outside established guidelines, for example formal reports proposing changes in long term council policy, such as the Council's Economic Development Strategy – Invest Telford to Cabinet and business and professional forums with only minimal input from the line manager, for agreement by SMT and Cabinet
- Briefs Cabinet and SMT on policy relating to investment and business support outside any existing framework or guidelines
- Work with and influence senior council officers, to effectively deliver inward investment and to drive growth and enterprise development
- Delivers support to businesses in a competitive and complex commercial market, demanding collaboration and an innovative approach to deliver quick, realistic and deliverable activity to support investment, job creation and business growth

Decisions

- The role is responsible for all day to day decisions relating to the management of the Team and of the Invest Telford Growth Hub; plays a lead role on complex business support and enterprise issues that have an impact on long term policy decisions; makes recommendations and initiates and develops policy changes including writing and initiating new policy when required to ensure effective delivery. This is done through leading on writing formal written reports for submission to SMT, directors or cabinet
- The role is responsible for making formal policy and strategy recommendations relating to investment and growth which will have a long term impact on the Council's borough wide investment and policy decisions

Management & Supervision

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<ul style="list-style-type: none"> Responsible for the supervision of the Inward Investment and Business Support Team
Supervision Received
<ul style="list-style-type: none"> Responsible to the Group Manager – Place but working under minimal supervision with substantial delegated responsibility, planning and arranging their own work programmes within the investment and business support section of the Service Plan and working outside established guidelines.
Complexity
<ul style="list-style-type: none"> Providing a professional lead for a Team with a range of complex functions including business support, business funding, inward investment, visitor economy, collaborative activity and ensuring effective response to need and demand for skills support and training Providing an overall lead on business support and account management Negotiating with the business community and partner agencies on complex and diverse business support and enterprise issues Work with senior officers and members, providing high level professional advice on complex investment issues and on potential collaborative activity Take a lead role in pitching to and negotiating with potential investors, strategic contacts in local and central government, funding agencies, intermediaries and the business community to develop the Council's strategic relationships and deliver inward investment Managing and motivating the team to achieve high levels of business engagement, business support and advice in order to support growth in high quality and sustainable jobs Establishing and maintaining effective relationships within the council to support and facilitate the delivery of the Team's work Developing and delivering complex reports to the Cabinet lead; Cabinet, Invest Partnership, Business Board and business representative bodies
Resources
<p>The postholder will be responsible for Invest Telford Growth Hub and all of its resources including fixtures and fittings and all ICT resources. The postholder will be a budget holder and approver on the Council's financial management system, responsible for the management of the team's operational budget. The postholder will be accountable for the team's equipment resources in the form of laptops, mobile phones and tablets. The postholder will be responsible for ensuring the proper management and content of a dedicated website, apps, newsletter and social media. They will deal with confidential and commercially sensitive information, managed through the Council's customer relationship management system.</p>
Impact
<p>The postholder is responsible for the management of Telford's business Growth Hub, the Hub's business plan and relationships with key partners including businesses, Regional organisations and Government Agencies. The postholder is responsible for supporting growth in Telford's economy, generating income to support the delivery of the Council's priorities through increases in business rates income (as a result of business expansions and new inward investment) and supporting Telford residents through the creation of new jobs.</p>
Physical Demands
<p>The level of physical demands would be that expected of a typical desk based job, such as carrying laptop and/or files to meetings and setting up for meetings. There may be the occasional demand for more than this when setting up for a promotional event when display and other materials may need to be transported. However, this would not be a typical or significant part of the job.</p>
Working Environment

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In the main this post is office based with appropriate levels of heating, ventilation and lighting. There will however be travelling for meetings or events, primarily within the Borough but occasionally across the Region ..

Emotional Context

This role is unlikely to expose the postholder to emotional strain or distress.

Other

The postholder will be expected to carry out any other duties as are within the scope, spirit and purpose of the job, commensurate with the grade.

The postholder will be expected to actively follow Telford & Wrekin Council policies, including those such as Equal Opportunities, Human Resources, Information Security and Code of Conduct etc.

The postholder will be expected to maintain an awareness and observation of Fire and Health & Safety Regulations.

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Person Specification

Criteria	Standard
Qualifications	<ul style="list-style-type: none"> Degree or equivalent in a relevant discipline A full postgraduate qualification or its equivalent in terms of a combination of qualifications and appropriate evidence of relevant work experience
	<ul style="list-style-type: none"> Evidence of continued professional development
Experience	<ul style="list-style-type: none"> Experience of facility management Substantial experience of sales and marketing planning and strategic delivery Substantial experience of partnership working and the coordination, management and motivation of teams Management of enterprise activity and engagement at a senior/influential level Significant experience of providing support to business and developing sales, engagement and delivery strategies Significant budget management experience including responsibility for income generation Experience of managing complex projects
	<ul style="list-style-type: none"> Experience of monitoring and analysing performance, identifying and reporting significant issues and solutions to management including developing improvement plans
Knowledge	<ul style="list-style-type: none"> Knowledge of local, regional and national business support programmes, inward investment and external funding regimes Knowledge of business planning, management and monitoring Detailed knowledge of sales and marketing techniques and strategy development, including innovation in the use of digital technologies Detailed knowledge of business sectors and structures Knowledge of economic barriers and drivers relevant to businesses across the Borough and ability to use this knowledge to design support services that will deliver growth and job creation Knowledge of enterprise development including young enterprise and social enterprise Proven knowledge of managing programmes of activity engaging partners and wide range of services
	<ul style="list-style-type: none"> Knowledge of the key players and partners, intermediaries and organisations key to provision of effective business support
Skills	<ul style="list-style-type: none"> Excellent personal and communication skills with proven ability to work through wide ranging and innovative media to communicate and engage effectively with senior business managers, senior Council management, members and officers, external partners and intermediaries to deliver strong collaboration, innovative activity and outcomes Ability to negotiate effectively with internal and external partners and to achieve consensus where conflicting views arise Ability to build effective, delivery focussed cross functional teams Ability to direct projects and programmes Ability to express sometimes complex issues in a straightforward and concise manner

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	<ul style="list-style-type: none"> • Ability to problem solve effectively to achieve outcomes and respond rapidly to changing circumstances • Ability to establish and maintain effective internal and external partnerships including with the business community, strategic regional organisations and national government agencies • Corporate and wider strategic awareness with the ability to relate national policy to service delivery
	<ul style="list-style-type: none"> • Excellent organisational skills
Personal style & behaviours	<ul style="list-style-type: none"> • As a council employee you will be supported and expected to demonstrate the Council's Core Behaviours. Please note that these may be updated from time to time and are available on the Council's intranet pages.
	<ul style="list-style-type: none"> • An enthusiastic and engaging approach to develop strong relationships with others, often at a senior management level • Ability to influence and impress with a strong and business focussed approach • Ability to develop good relationships with others and strong collaborative team working and business networks by behaving with integrity, treating people with respect and leading by example • Strong commercial instincts • Commitment to customer service and responsive to customer needs
	<ul style="list-style-type: none"> • Political sensitivity
Fluency Duty	This post has been identified as not being a customer facing role and therefore is not subject to Fluency Duty requirements.
Political Restrictions**	This post is not subject to political restrictions.

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We will ensure, so far as is reasonably practicable, that no disabled applicant is placed at a substantial disadvantage. This person specification includes what we believe are fully justifiable essential and desirable selection criteria. Provided that the selection criteria unconnected with the disability are met, we will make ALL reasonable adjustments in order that someone with a disability can undertake the duties involved.

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Type of criminal records checks required for this post	Ticked as required
None	x
Basic Disclosure	
Standard Disclosure	
Enhanced Disclosure	
Working with Adults - Regulated Activity	
Working with Children - Regulated Activity	

Information on types of criminal records checks is available at:

<https://www.gov.uk/disclosure-barring-service-check>