

ROLE PROFILE

Job Title:	Director of Economic Services	Job Code:	ES/E20
Department:	Senior Leadership Team	Version:	1.0
Reports To:	Managing Director	Date Created:	May 2019
No. of direct reports:	4	Member of:	Leadership Team
No. in Directorate:	circa 80	Grade:	tbc
		Budget:	circa £20m

Is this a politically restricted Post?	Yes/No <i>(*if yes, see our policy on what this means)</i>
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ORGANISATIONAL CONTEXT

Our Vision as an organisation is:

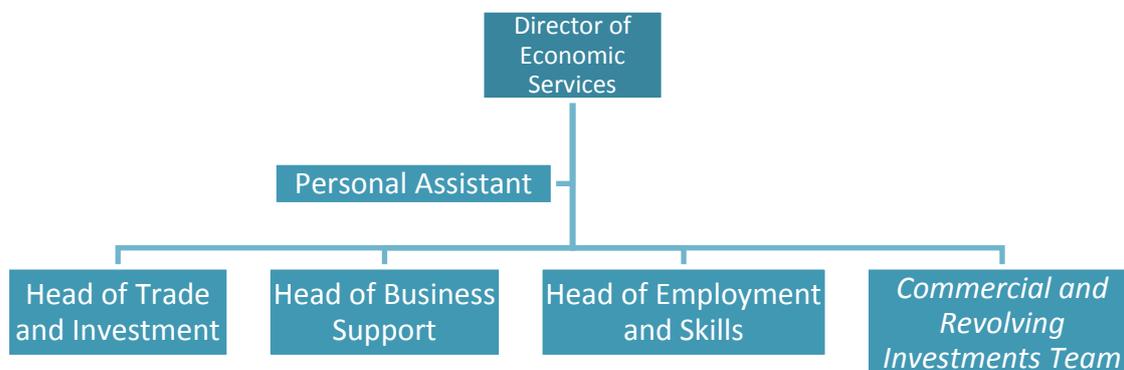
To be a globally recognised economy where good growth delivers high levels of prosperity, jobs and quality of life for everyone.

To achieve this we will:

Secure the means to deliver projects and services needed for growth in the Leeds City Region (LCR), be its voice nationally and internationally, and build the partnerships to ensure the best economic outcomes.

Our directorate contributes to this by:

Attracting business and investment to our region, securing and growing existing foreign owned business investment and supporting regional businesses to increase trade globally in an uncertain economic climate



Job Overview:

- Provide strategic leadership on the delivery of all economic services: (skills & employment; business growth/ competitiveness; and international trade & inward investment); ensuring a strong reputation for excellent and cost efficient performance.
- Ensure the effective delivery of services to achieve the outcomes required by the Combined Authority, city region/LEP boards.
- To have a visible profile across the region and to be a key ambassador for the geography of the Combined Authority and the LEP

- © Operate as part of a cohesive corporate leadership team for the West Yorkshire Combined Authority to inspire, lead and set the standards for the organisation.
- © Deliver effective functional strategies, programmes and systems to ensure the delivery of the vision and business plan.

- © Be a visible, proactive leader for the organisation and city region both internally and externally, shaping policy and influencing, developing and motivating the team and stakeholders.

CRITICAL SUCCESS FACTORS

*We break each job down to explain the critical areas for success, ranked by importance.
These indicate the end result or outputs for which the role holder is responsible.*

People Management:

- Lead and manage critical relationships across the city region, identify opportunities for business investment through relevant networks
 - Accountable for complex relationships including business leaders, Senior Local Authority leaders, politicians and investors where different interests are represented
 - Establish relationships with partners and other LEP areas on items of common interest
- © Lead partnership working across the organisation and externally. Integrate the work of the function to the wider organisation and develop strategies to enable the function to support the achievement of the Combined Authority and LEP visions.
 - © Provide clear direction to your team, via your direct reports, developing, motivating and rewarding them appropriately in line with our values and behaviours, and utilising matrix management across the organisation.
 - © Create and demonstrate a strong performance management culture, ensuring that people are empowered, and accountable for the delivery of results.
 - © Create the right working environment for your team, with a solid ethic of achievement of our vision, utilising the Combined Authority and LEP policies and procedures.
 - © Ensure appropriate communication channels are in place and effective between you and your direct reports.

Technical Duties:

- Ensure the successful delivery of all projects and programmes within the directorate and monitor outcomes for people, jobs, businesses, skills and productivity.
- Be accountable for successful outcomes from all the business grant and loan programmes, including ensuring robust systems and clear focus on value for money
- Responsible for leading, influencing, developing and motivation of multiple audiences including key senior stakeholders, regionally, nationally and internationally
- Develop funding proposals and bids in order to deliver strategy outcomes led by the , Policy, Strategy & Communications directorate
- Development and delivery of economic services in line with the Combined Authority and LEP business and corporate plans.
- Lead and direct clear implementation plans for the appropriate service areas (Employment and skills, Business support, Trade and Investment, Commercial and revolving investments team])
- Oversee the Trade and Investment programme – leading new ways to increase Foreign Direct Investment and increasing export levels from the city region.
- Work closely with the Director of Policy, Strategy & Communications to set, advise on and implement the policies of the Combined Authority and LEP on skills, business competitiveness, and trade & inward investment and commercial investment in relation to service provision.
- Provide accurate business support information, in forms accessible to businesses and in line with their expectations.
- Report on service delivery performance ensuring performance is clear, concise and well explained. Attend scrutiny committees and partner authorities as required.

- To ensure the Combined Authority achieves the required outcomes from the review of LEP operations with regards to skills and business activities
- To ensure the region maximises opportunities, improves productivity and is able to demonstrate impact on inclusive growth and the local economy
- Engage with all stakeholders, across the private and public sectors, in the development and implementation of all strategies and plans, ensuring that these support our inclusive growth aims of economic growth for all through the integration of economic and social policy.

- © Accountable for developing and delivering on KPI's for the directorate, linked to the organisation's vision and business plan, including ensuring that outputs are on time, to budget and of high quality. Advise or take remedial action where necessary.
- © Ensure your function has the right procedures in place to achieve your strategic objectives, developing and amending processes as required.
- © Forward plan the workload of the function, thinking through potential contributions, identifying appropriate solutions and acting accordingly.
- © Lead by example on health & safety matters, ensuring compliance with the Combined Authority's health and safety policy.

Financial:

- Budget Controller, ensuring compliance with Financial Regulations and Contract Standing Orders
- Continually explore new opportunities for funding and sponsorship and maximise income to the directorate

- © Accountable, with other members of the leadership team, for taking a strategic overview of the organisation's finances, risks and ensuring that these are well controlled.
- © Direct the organisation's resources to secure and manage funding streams that fit with the organisation's vision and business plan.

Impact & Influence:

- Key influencer across the region in economic skills, inward investment and business support arenas
- Influence the economic debate across the region and encourage investment into the wider area
- Be the strategic lead in developing and maintaining strong relationships at key senior levels with partner local authorities and external partners in the relevant service areas, for example the Leeds City Region Skills Network including and other business support, private sector trade and inward investment agencies

- © Form and maintain effective senior level working relationships with Members, Government, Leeds City Region and partner organisations and business leaders.
- © Use highly developed communication skills to lead, influence and challenge to ensure that the best interests of the Combined Authority and LEP are represented.
- © Manage communication challenges effectively in a dynamic and politically pressured environment.

The above lists of accountabilities are not exhaustive. The role holder will be required to undertake such tasks as may reasonably be expected commensurate with the scope and grading of the role.

THE PERSON

To be fully successful in the role, we believe the following knowledge, skills and experience are required. When recruiting, we are looking for the best candidate match to this, however we know that there are some elements that can be trained and this will be taken into account during the recruitment process.

Knowledge:

- Ⓞ Educated or experienced to Master Degree/ Postgraduate Professional Qualification level with supporting management training.
 - Ⓞ Strong awareness and understanding of relevant legislative framework, technical standards and evaluation/ appraisal and market research methodologies.
 - Ⓞ Excellent knowledge of the skills, business support, trade and inward investment landscape, including funding, and the roles and responsibilities of government and other partner/delivery organisations operating in this sphere.
 - Ⓞ Knowledge of revolving investment funds, large grant programmes and financial instruments, plus understanding of landscape around public sector investments and support into private projects.
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- In depth knowledge of international trade arenas and how to maximise opportunities
 - In depth knowledge of the regional economy and its challenges and issues
 - In depth knowledge of avenues available to support businesses to grow and improve productivity
 - In depth knowledge of the skills agenda and current policy and thinking on skills

People:

- Good understanding of customer expectations and fundamentals of a customer focussed service culture.
- Experience of managing a multi- disciplinary team including appraisals, performance management, disciplinary, recruitment and selection.
- Experience of managing teams with complimentary skills and functions to achieve related outcomes.
- Experience of successfully coaching and guiding staff to develop and improve.

Technical:

- Ⓞ Strong negotiation skills, including in negotiation with the private sector.
 - Ⓞ Highly developed communication skills with the proven ability to strongly lead, influence and challenge.
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- In depth understanding to approaches to specification, procurement and contract management, including approaches to risk management and contactor incentivising.
 - Highly developed communication skills with the proven ability to strongly lead, influence and challenge.
 - Highly experienced in managing communication challenges in a fast paced and highly pressurised environment.
 - Highly developed analytical skills, with strong data analysis, interpretation and fluency in communicating the insights derived.
 - Demonstrable experience of managing and championing change.
Highly developed communication skills with the proven ability to strongly lead, influence, negotiate and challenge.
 - Experience of making compelling presentations and written reports for a range of audiences

Financial:

- © Demonstrable experience of successfully managing large scale budgets.
 - © Experience of management of investment funds and financial instruments.
 - © Experience of identifying and acquiring appropriate funding streams.
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- Experience of utilising external funding to deliver large scale projects and programmes
 - Regular budget monitoring in order to identify and rectify issues

Impact & Influence:

- © Comprehensive experience of leading, negotiating and influencing stakeholders.
- © Experienced in forming effective senior level working relationships with Members, Government and partner organisations.
- © Comprehensive experience of providing leadership in a complex public-private sector partnership context.

OUR VALUES & BEHAVIOURS

Championing Our Region | Working Intelligently | Easy to Do Business with | Positive about Change | Working Together

These are our values. We shaped them together and we're proud of them.

We also created a set of behaviours for each of our values. Our behaviours provide us with a way of working and they are our minimum expectations of everyone here.