



Job Description

Service:	Place Directorate
Job title:	Economic Development Manager
Grade:	H
Hours of work:	37
Responsible to:	Corporate Director - Place
Responsible for	
Direct reports:	4 – although scope for this to be increased through investment in team
Indirect reports:	0
Budget:	Circa. £225k direct responsibility. Management of ad-hoc grant funding circa £1-£1.5M p/a

Purpose of Post:

To lead the Council's Economic Development function and team in the delivery of demonstrable progress in the economic success and profile of Huntingdonshire by furthering the Council's strategic and cross-disciplinary initiatives, building networks across and external to the Council, including strategic partnerships, identification of economic development priorities and funding bids, and actively influencing organisational and partner strategies. The role will support existing businesses and inward investment as part of a diverse approach to supporting economic growth; working collaboratively internally and externally to support the Council's ambitions for economic growth and an inclusive economy for the future as part of its wider objectives around place. The role will play an important part in ensuring Huntingdonshire can thrive and raising the profile of the district at a variety of different scales and in various economic contexts.

This role will bring leadership, dynamism, innovation and creativity to the Economic Development Team, identifying, building and capturing opportunities for our indigenous and new businesses to thrive; whilst also seeking to explore, facilitate, enable and influence new investment into the area. The post holder is able to see the bigger picture, with an eye for opportunity and promotion and a skilled communicator. Sectoral development will be key, understanding of the differing challenges and opportunities created by a diverse economy and one comprised of rural and urban areas will be essential; as will an appreciation of the role of market towns in hosting, supporting and driving business success is being recognised as increasingly important. The role will work within the Place directorate, alongside colleagues in Planning, Strategic Housing and Insight & Delivery (including environment and climate change) to advance the role in economic development as part of the wider Place agenda; and address challenges to growth including housing, infrastructure etc and support realisation of the district's aspirations.

The postholder will use various approaches, including intelligence led, targeted interventions and support, with a constant eye to spotting and realising new funding streams. It is crucial that we apply and leverage knowledge and aspiration with partners and build opportunity for investment and success. Energy, enthusiasm, collaboration and imagination will be required for this progressive and proactive role along with the ability to lead new areas of work that make real impact on how we unlock investment, prioritisation and the attractiveness of our place and people to business.

The role is critical to ensuring we use real networking engagement and business intelligence to support a whole Council-wide approach to growth, productivity and economic success, linking partner aspirations together. The role will include and be responsible for identifying and pursuing project opportunities, and driving their delivery, and supporting the shaping of the skills agenda to ensure that it meets the needs of Huntingdonshire is another key focus of this role, influencing delivery mainly by partners, or directly if appropriate.



The post holder will be accountable to the Corporate Director - Place, working alongside colleagues within the Place Directorate (including Planning; Strategic Housing; and Insight & Delivery) and be expected to drive collaborative working across Council services and external partners to promote business expansion; investment and drive the wider ambitions of the Council for economic growth.

The role will involve some independent travel within and outside the district; as well as some working outside of normal office hours (including evenings or attendance at events).

Key Deliverables:

To support the Council's aspiration for a thriving and vibrant place, under-pinned by forward thinking economic growth and a strong economic base, in a way that delivers the best outcomes for our residents and businesses. To provide leadership of the Council's Economic Development function and utilise resources to deliver economic success and support for Huntingdonshire.

As part of the duties of the role, the postholder will be expected to:

- Act as the subject matter expert on investment and growth of Economic Development across the Council providing insights and opportunities aligning to the Council's priorities
- Provide strategic leadership of the Economic Development Service and line management of the team and associated resources. Utilising best practice and innovative approaches as required.
- Provide reporting of ED service activities, briefings, information and updates to corporate and senior leadership of the Council, Cabinet, and other members where required.
- Ensure that the team plays an active role in the Place agenda and wider corporate ambitions of the Council – including through activities such as providing expert advice and consultations on strategic planning applications for commercial/economic development proposals with Planning colleagues and input to the Local Plan.
- Support and/or deliver the development and implementation of new strategies, plans and activities; including the council's Place Strategy (Huntingdonshire Futures); Corporate Plan and Local Plan, in particular by providing insight, analysis and economic intelligence/understanding as well as direct activities.
- Develop strategies and/or policies related to economic growth and investment; and undertake activities and actions which support the objectives of the Council's Economic Growth Strategy, inward investment, commercial investment, and which align with the growth ambitions and priorities of the Council.
- Horizon scan to identify opportunities, including spotting opportunities for new projects and initiatives that drive sectoral development and positive economic change;
- Promote Huntingdonshire as an investment location of choice; and support activities which promote/market the area (including specific sites/developments and businesses activities as may be required) and ensure the Council plays a proactive role in supporting business networks.
- Utilise various approaches to addressing barriers to growth and investment, including working with partners to develop business cases for investment in infrastructure; or cross organization working. Ensure wherever necessary the economic case is made and supported by evidence where it drive economic and social benefits for the district and or would unlock growth opportunities.

- Develop and execute plans to maximise NNDR returns for the district; and support opportunities linked to the use of NNDR income aligned to the priorities of the Council and supporting economic growth.
- Design and implementation of Key Account Management of strategic businesses; as well as ensuring active engagement with and understanding of the economic make up of the district and the businesses contained therein, and the challenges/opportunities they face.
- Build proactive and strategic relationships with commercial estates and land promoters to bring forward commercial real estate offerings in line with Economic Growth Strategy and Local Plan; and economic development opportunities.
- Provide leadership of the Council's skills agenda including working with the Combined Authority and external stakeholders where required
- Design and deliver programmes leveraging or utilizing local and central government funding – as exemplified through the business support UK Shared and Rural Prosperity Funding - including procurement and legal contracting of providers with responsibility for project and financial delivery
- Implement and maintain systems, processes and procedures for inward investment that capture growth opportunities and alerts to risks relating to the local economy; and ensure local qualitative understanding of businesses and our economy.
- Be a proactive member of and proactively engage with other corporate boards and groups including Strategic Board and those connected with the Place Strategy (Huntingdonshire Futures).
- Work proactively with internal and external stakeholders to ensure the ambitions of HDC and its Economic Growth Strategy are understood and integrated into the wider Cambridgeshire & Peterborough region – including being representative on boards/groups such as Combined Authority Boards including Economic Growth; Employment & Skills; Business Advisory Panel; Growth Hub
- Develop, maintain and leverage a strong and 'can-do' attitude within the team to support the delivery of personal, team and corporate ambitions and targets. Utilise the positive reputation of the team, and networks where necessary to support the ambitions of the team and Council.

The role will necessitate a flexible and adaptable approach to leading, advising and collaboration with a wide range of customers, networks, partners and other agencies.

<p>Knowledge and Qualifications</p> <p>The minimum knowledge required to undertake this role and any qualifications or training essential for the role</p> <p>(E) Essential (D) Desirable</p>	<p>Example:</p> <p>A relevant degree and or other relevant qualification, or significant proven experience. (Particularly relevant degrees would include economic development, economics, social sciences, economic geography, business management or analysis, Planning). (E)</p> <p>An understanding of current economic growth issues and context, role of Place, and the skills agenda. (E)</p> <p>Awareness of how to construct and deliver plans, strategies and activities within a local government, public or private sector context which support and or enable economic growth. (E)</p> <p>Confidence of operating at the political interface. (D)</p>
<p>Experience</p> <p>Experience the person would need to do the job</p> <p>(E) Essential (D) Desirable</p>	<p>Prioritisation of resources based on business intelligence. (E)</p> <p>Demonstrable experience in working effectively in a partnership environment. (E)</p> <p>Proven success in developing and delivering projects. (E)</p> <p>Previous experience of the delivery of projects, including grant funded programmes; including linked activities such as procurement, legal and financial management and monitoring of outputs. (D)</p> <p>Previous experience of management of highly performing teams and delivery of appropriate outputs. (D)</p> <p>Experience of acting with integrity and developing a strong reputation within an economic growth setting; and capable of representing the Council in a positive way (D)</p>
<p>Skills and Abilities</p>	<p>Excellent leadership skills. (E)</p>

<p>Specific skills the applicant would need to do the job</p> <p>(E) Essential (D) Desirable</p>	<p>Excellence in communication verbally and in writing with a full spectrum of levels of seniority and multi-disciplined backgrounds, including partnership environments. (E)</p> <p>A flexible approach to work and a creative, innovative attitude towards problem solving. Able to work under pressure and to tight deadlines where necessary to deliver outputs. (E)</p> <p>The ability to apply analytical skills to diverse subject areas and to recognise linkages and relationships between different projects, issues and activities. (E)</p> <p>The capacity to work in a diverse multi-disciplinary environment and to develop effective working relationships to monitor and influence performance. (E)</p> <p>The capacity to assimilate information from a range of sources and to develop and communicate an understanding of the issues, and then prioritise accordingly. (E)</p> <p>Clear and concise written and spoken communication skills. (E)</p> <p>Ability to present written information in a structured and balanced way appropriate to the needs of the reader. (E)</p> <p>Confidence in representing the Council externally, meeting people and leading meetings. (E)</p>
<p>Decision Making and Impact on Others</p> <p>What impact the reasons made by the post holder would have on others across the Council</p>	<p>Post-holder will be required to play a key role in influencing the setting of economic development priorities across the Council and supporting the Council's wider Place agenda.</p> <p>In collaboration with others, influencing internal and external partners to ensure that the District's economic growth opportunities are maximised. (E)</p>

	<p>Securing new additionality inward investment to, and project funding within, Huntingdonshire. (E)</p> <p>Enables others to perform and models the behaviour expected of others. (E)</p> <p>Leads staff to enable things to happen by delegating appropriately providing development opportunities and support necessary for staff to achieve their goals. (E)</p> <p>Embraces and embodies our values ensuring they are evident in the treatment of others (E)</p> <p>Embraces new situations and responds positively to change (E)</p> <p>Adjusts their interpersonal style to respond to the needs or preferences of others (E)</p>
<p>Communication with Internal and External Customers</p> <p>What customers the applicant would be in contact with in the job</p>	<p>Predominantly external facing, interacting with businesses, stakeholders and partner organisations. Communication with multi-disciplinary teams across the Council and excellent communication within the ED team essential.</p> <p>Focus of this role in their team, other teams or across the council:</p> <p>Internal customer contact 35% External customer contact 65%</p>
<p>Personal Attributes and Other Requirements</p> <p>In this section please list any other qualities you are looking for from the applicant</p> <p>(E) Essential (D) Desirable</p>	<p>Willing to travel mainly within District, Cambridgeshire-wide sometimes and occasionally further but always within UK. (E)</p> <p>Occasionally work unsocial hours. (E)</p> <p>Be a good team leader demonstrating loyalty and commitment to the organisation and team members. (E)</p>
<p>HDC values</p>	<p>The values outlined below reflect our collective positive attitude and how all</p>



staff are expected to work together as one team.

Inspiring: We have genuine pride and passion for public service; doing the best we can for customers matters to us all.

Collaborative: We achieve much more by working together, and this allows us to provide the best service for customers.

Accountable: We take personal responsibility for our work and our decisions, and we deliver on our commitments to customers.

Respectful: We respect people's differences and are considerate to their needs.

Enterprising: We use drive and energy to challenge the norm and adapt to changing circumstances. We are always ready for challenges and opportunities, and we embrace them.

Safeguarding and promoting the welfare of children and young people/vulnerable adults

Huntingdonshire District Council is committed to safeguarding and promoting the welfare of children and vulnerable adults and expects all staff and volunteers to share this commitment.