

Lancaster City Council - Job Description

Job Title:	Business Support Manager – Economic Development	Grade:	12	Job Code:	PPD0008
Job Family:	N/A	Job Family Group:	N/A	Reports to:	Service Manager – Economy & Commerce
Line manages:	Economic Development Officers and Business Engagement and Support Officers				

Job Summary

Manage business support and economic development activities including policy, funding, and performance; develop strong business relationships and account management; identify and progress potential inward investment opportunities; develop and manage a range of initiatives to improve community wealth, climate change action and the district's employment and skill levels; and manage a professional multi-skilled business support team covering a wide range of specialised areas of work.

Direct Responsibilities

Managerial

- Contribute to the development of corporate and economic development strategic plans and policies, and business planning as required.
- Management of the business support team and functions.
- Lead change and improvement across the business support team's delivery, engaging with staff and encouraging innovation and new developments.
- Act as manager for the business support team, undertaking all line management responsibilities and duties, including planning and co-ordination of workload, employee development and performance appraisal.
- Manage allocated budgets as a Responsible Spending Officer and provide management support to business support team staff with budget responsibilities.
- Prepare reports and attend City Council committees, Cabinet Member briefings, and external meetings as required.
- Develop effective working relationships with external partners and funding agencies, including Lancashire County Council, other local authorities, the Chamber of Commerce, BID's, further and higher education partners and business groups.
- Contribute to cross-service working groups and work in collaboration with other council services.

Specific

- Manage a range of economic development and business support activities to further economic prosperity and long-term resilience in the district.
- Manage the business support team to deliver specific help, advice and support to businesses which will aid recovery and long-term resilience of the local economy.
- Manage key economic projects and new developments, as required, as well as contributing to a range of cross service initiatives.
- Develop, engage with, and support a range of key partnerships to deliver economic, social, and environmental value for the district and the wider area.
- Ensure that economic performance and intelligence on the local economy is monitored and regularly updated; providing interpretation and advice for officers and members as required.
- Provide analysis, interpretation, and briefings on sub regional and national economic development policy issues, as required.

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- Manage the council's approach to trade and investment and business support, working with senior officers, other economic partners, and businesses.
- Work strategically with other local authorities and local partners to influence the services and finance available to support businesses in the district, including start-ups, small and micro business, and the social economy.
- Manage the provision of relevant information for businesses to ensure business awareness of new developments, available services, business green agenda, finance and other support, working with a range of economic partners and other local partners.
- To work closely with the BIDs and oversee the council's role in managing the BIDs ballot and service level and operational agreement.
- Work with local and sub-regional economic and skills partners to develop a strategic approach and agreed actions to help deliver long term skills requirements, taking a leading delivery role for the Council, as appropriate.
- Support local businesses in the district's retail centres, including providing advice and guidance for Lancaster and Morecambe Business Improvement Districts.
- Contribute to the development of the council's approach to community wealth building, social value, tackling climate change among businesses and digital.
- Monitor external funding opportunities and provide detailed technical advice and guidance on relevant, mainstream external funding sources.
- Coordinate strategic funding bids and commission external support services to effectively meets funders' requirements, seeking authority through the Council's decision-making arrangements, as appropriate
- Act as project manager for strategic and specific economic development and regeneration work, including project development, feasibility and delivery work, management of external funding, and close working with external agencies.
- In conjunction with the council's corporate communications and marketing staff, oversee the preparation of publicity materials and media coverage to publicise and promote the council's economic development activity.
- Manage, maintain, and develop content for the Business section of the corporate website and social media channels.

Primary Objectives

To effectively manage and deliver a range of economic development and business support services to deliver economic, social, and environmental outcomes agreed in the Council Plan, the Economic Prosperity Plan, and the Annual Service Business Plan.

To deliver change and team improvements to increase efficiency and effectiveness and to develop new solutions.

To deliver added value and secure sustainable outcomes for the long term, working to ensure strong partnerships can deliver agreed outcomes.

To maximise value for money by enabling access to external funding to deliver key priorities.

Staff Management Responsibilities

- Leadership – Coaching, Mentoring and Training, Project Management and Programme Planning for the team.
- People Management – Personal Development, Appraisals, Staff Absence and Disciplinary Processes.

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- Prioritisation of workloads and supervision of tasks.
- Managing relationships with third party contractors and consultants.

Knowledge & Educational Requirements

Specialised knowledge:

- Degree or equivalent experience in a relevant subject.
- Strong and broad understanding of economic development policy, principles, and practice.
- Ability to develop and manage strong and effective partnerships to deliver economic, social, and environmental outcomes.
- Excellent knowledge and understanding of business needs, the business support environment and current skills challenges and opportunities.
- Sound knowledge of the external funding environment bid writing and a good understanding of external fund management.
- Understanding of monitoring and evaluation methodologies for economic development activities.
- Broad understanding of marketing in an economic development context.
- Able to think strategically to make a strong contribution to management, development, and continuous improvement in an economic development and business support environment, working with other managers.

Functional knowledge:

- Proven ability to act in a leadership and management role.
- Able to work proactively with partners, elected members, other council services and to manage stakeholder groups to facilitate and enable economic growth.
- Excellent written and oral communication skills, including the ability to deliver presentations and to write reports.
- Excellent digital and social media skills to develop engagement strategies.
- Excellent negotiation skills and the ability to focus on win-win solutions.
- Good understanding of business planning and performance management.
- Ability to develop, implement and/or oversee a wide range of projects/initiatives to deliver economic development benefits.
- Good understanding of budget management and reporting.
- Good understanding of marketing and communication.

LCC specific knowledge:

- Understanding, implementation and adherence to Lancaster City Council's policies and procedures.
- Understanding, implementation, and adherence to Our Values.
- Understanding of the post holder's own and their team's contribution to the Council's Corporate Plan.

Other Requirements

The hours of work are 37 hours per week, working Monday to Friday with a flexi time system in operation. Due to the nature of this work some out of hours and weekend working will be required.

You may be required from time to time to attend meetings or cover events that fall outside the normal hours of work and may involve travel in and outside the Lancaster district.

A full, current UK driving licence is essential as you will be required to travel in and outside the Lancaster district.

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Additional information

General Statement

The above duties and responsibilities do not include or define all tasks that may be required of you. Duties and responsibilities may vary without changing the general character or grade of the role.

As a normal part of your job, you are expected to routinely undertake corporate activities on behalf of your Directorate, appropriate to grade of the role.

Learning and Development

You are expected to undertake any training and development appropriate to the current and future needs of the post.

Health & Safety at Work

All members of staff are responsible for fulfilling their health and safety roles and responsibilities, as outlined in the Job Description above. It is the employee's responsibility to ensure that they are familiar with the Council's health and safety policy, procedures, work instructions and relevant risk or other health and safety assessments pertinent to their work tasks, and that they carry out their work tasks in accordance with the significant findings of such.

Equal Opportunities

Lancaster City Council is an Equal Opportunities employer and has equal opportunities policies with which you are expected to comply at all times. The City Council condemns all forms of harassment and is actively seeking to promote a workplace where employees are treated with dignity, respect and without bias.

Community Safety

Section 17 of the Crime and Disorder Act requires local authorities to consider the community safety implications of all their activities. Officers of Lancaster City Council should have an awareness of community safety and consider any community safety implications within their own area of responsibility.

Safeguarding

Lancaster City Council delivers a range of services and activities that impact on the lives of children both directly and indirectly. Safeguarding children, ensuring their welfare, safety and health is of paramount importance. We are committed to providing safe and supportive services that will give children the opportunities to achieve their full potential.