

Job Summary & Person Specification

Job Title:	HEAD OF TRADE & ENTERPRISE
Role Profile No:	RP03027
Department:	ENTERPRISE M3 LEP
Branch / Section:	Director: BUSINESS
Grade:	I (£55,515 - £62,485)

Job Purpose:

The Head of Trade and Enterprise will be responsible for developing EM3's future policy direction and strategic view in Trade & Enterprise in light of the recovery from the COVID 19 pandemic.

The post will position EM3 as the driving force behind sector activity, leading on engagement with businesses and stakeholders and promotion of the LEP in these areas in order to develop a strategy for delivering the Trade & Enterprise elements of the LEP's recovery plan.

The post-holder will provide strategic intelligence, robust analysis and advice on policy matters relating to Trade and Enterprise, co-ordinating EM3's response to external consultations on these sectors.

They will drive all business engagement activity through management of the LEPs trade and investment work, cluster development activity and Careers and Enterprise Company and the strategic relationship with the Enterprise M3 Growth Hub to ensure that highest quality business support is at the heart of helping EM3 businesses to grow and exploit new markets. They will develop relationships with the Department of International Trade (DIT), the British Chambers of Commerce (BCC), Confederation of British Industry (CBI) and other relevant bodies to raise the EM3 profile with government and sector agencies and will review, renew and drive the membership of the Export and Inward Investment Group.

Main responsibilities

Strategic and Thought Leadership

1. Develop strategy and policy related to Trade and Enterprise objectives in EM3 strategic plans e.g. Local Industrial Strategy (LIS)/COVID 19 Recovery and Renewal Plan and the Strategic Economic Plan (SEP).

2. Manage the strategic direction and oversight of the operation, management and delivery of Trade and Enterprise related activity.
3. Provide thought leadership to develop and deliver EM3's strategic plans.
4. Lead strategic engagement and co-ordinate a strong investment offer across the EM3 area with a broad range of stakeholders including the DIT and BCC and develop the on-going relationship e.g. develop an improved SLA with local Chambers of Commerce.
5. Distil market analysis, customer and competitive intelligence, industry and technology trends into usable insight for compelling strategy formulation.

Leverage, Brokering Partnerships

6. Focus on the development of initiatives in Trade and Enterprise in line with government policy and actively engage with senior government staff (e.g. DIT) to understand and influence thinking.
7. Manage the contractual relationship with the EM3 Growth Hub (until April 2021) in order to maximise efficient use of funding to support businesses in recovery, to scale up and/or exploit new markets.
8. Lead on the collaborative development of strategic interventions with partners at a senior level across the EM3 region area (e.g. local authorities, Chambers of Commerce, SME's, corporate business, universities, colleges) and be the driving force for the region bringing partners together and leading on business engagement and collaborative working across these sectors.
9. Developing EM3's 'offer' for exports and inward investment including programmes such as the High Potential Opportunities.
10. Drive the LEP's business engagement activity to develop a network of contacts within the public and private sectors in order to identify and foster suitable partnerships. Be the senior responsible owner (SRO) for the LEP's CRM system.
11. Maximise leverage from funding streams e.g. Local Growth Fund to develop Trade and Enterprise.
12. Promote DIT programmes to international investors to encourage them to the EM3 region.

Management and team working

13. Bring new ideas and ways of thinking on Trade and Enterprise to the Senior Management Team (SMT), EM3 Board and colleagues in the wider LEP team, in order to shape and refine the long-term vision and strategy of EM3.
14. Work collaboratively with the LEP management colleagues on the development of the Foreign Direct Investment (FDI) marketing offer.
15. Work to update and refine the Innovation & Enterprise Group, identifying its terms of reference, role & function and membership to become a strategic action group and a support group for all trade, investment and business support activity.
16. Ensure the EM3 Board receives regular updates on export and inward investment successes.
17. Work collegiately with LEP colleagues and partners to develop collaborative programmes of projects that deliver on EM3 strategic objectives.
18. Work with the EM3 management team to develop an offer to engage large businesses in the EM3 region.
19. Guide the Project Management Office (PMO) and colleagues in Operations, providing oversight of programmes involving Trade and Enterprise related activity.
20. Engage with the EM3 Board and SMT by providing reports on the latest developments on Trade and Enterprise and horizon-scanning (looking ahead to suggest where and how Enterprise M3's work in this area may develop).
22. Contribute fully to the delivery of internal and external EM3 communications activities.

Employee Engagement & Development

23. Manage and develop direct reports in line with Enterprise M3 objectives and the Delivery Plan.

The role dimensions - financial (e.g. budgets) and non-financial (e.g. units, workload, customers/staff)

Budgets – Manage operational budget(s) on behalf of the Director: Business EM3.

Reports to: Director Business EM3

Staff – Responsible for the Careers Enterprise Service, Trade & Investment Coordinator, Sector Specialist: Games and Immersive Tech, the Growth Hub (until April 2021)

The main contacts – external / internal customer contacts and purpose

Political- Frequent contact as the main lead within the LEP area e.g. Hampshire CC, Surrey CC, District councils and MP's in the LEP area for the provision of economic

intelligence and its integration into existing and new LEP programme/project initiatives relating to trade and enterprise.

Regular liaison with members of the Enterprise Group

Regular liaison with senior officers in Government Bodies e.g. DIT and institutions relating to trade and enterprise.

Regular liaison with the regional and national contacts within the Careers and Enterprise Company.

Council Executive / Cabinet Members and their equivalents in the other partner authorities, the Leader and other Senior Members e.g. for Communities, Partnerships and External Affairs and for Economic Development to provide strategic intelligence about national and regional economic policy on trade and enterprise together and advice on how this can be embedded in their organisations.

Wider stakeholder engagement e.g. Managers in partner authorities and institutions e.g. Chambers of Commerce to get 'buy-in' on the work of EM3 on trade and enterprise.

Person Specification:

Essential Knowledge, Skills and Experience	<ul style="list-style-type: none">• Relevant experience at a high level.• Senior management experience.• Experience of working with central and local government on activity relating to trade (export and/or inward investment)• Experience of being a driven, visionary leader who promotes a culture of teamwork and continuous development.• Considerable experience of working with a diverse range of partners, including politicians at a local and national level.• Problem solving, strategic thinker with strong intellect.• Ability to build excellent working relationships with government officials, members of the EM3 board, members of the education sector, local government Leaders and leading local businesses.• Thrives under pressure in a fast-moving environment.• Ability to effectively manage and influence a diverse range of stakeholders.• Proven leadership abilities and robust negotiation skills – the ability to drive progress forward, overcoming obstacles and potential sources of delay.
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	<ul style="list-style-type: none"> • Strong verbal and written communication and presentation skills Excellent language skills. • Excellent communication skills, including experience of delivering presentations to large audiences and excellent drafting skills. • Political awareness and judgement. • Excellent interpersonal, negotiation and coaching skills to collaborate with and support the company's employees, technical experts and external stakeholders
<p>Desirable Knowledge, Skills and Experience</p>	<ul style="list-style-type: none"> • Strong focus on execution, with a result driven attitude and detail-oriented approach, while being comfortable to navigate through ambiguity to define direction and recommendations in an effective and timely manner. • Competency in strategic planning, budgeting, financial control, risk management and business development. • Solid understanding and interest in the Southeast of England's economic market-place and an understanding of local government politics and structures would be beneficial. • High profile, well-networked, both across the region and into government. • Creative and analytical, open to ideas, with global perspective. • Ambassadorial qualities. • Pragmatic and adaptable with the ability to deal with ambiguity and effectively manage through conflict.

Working Conditions

The working conditions for this post will be office-based within the Enterprise M3 offices in Basingstoke. There will be a need to travel to meetings both within and outside the Enterprise M3 area to meet local and central Government contacts, to attend meetings at partner offices and to visit businesses.

At the current time, all Enterprise M3 staff are working from home due to Covid-19 and we re-opened our office to a limited number of staff in September 2020. We expect that as we return to the office, there will be flexibility for the post-holder to spend some time working from home.

Enterprise M3 is committed to supporting its staff with a variety of flexible working arrangements. These include part-time working, job sharing and home-working and these can be used where operational requirements can be met.

There may be public speaking at conferences, seminars and media presentations.

Some early morning and late evening activity will be necessary including attendance at corporate hospitality events e.g. formal evening events.

The work does not involve specific physical effort/strain.

As Enterprise M3's Accountable Body, Hampshire County Council act as the employer for all Enterprise M3 staff. You can find out more about working for Hampshire County Council here - <https://www.hants.gov.uk/jobs/whychooseus/benefits>. The information contained in this document is to be used in conjunction with Role Profile 03027

Enterprise M3's work, including this role, is funded through a number of partners including the Local Growth Fund, European Structural and Investment Funds and the Careers and Enterprise Company:



The information contained in this document is to be used in conjunction with role profile for the Major Programme Manager 03027.