

ROLE DESCRIPTION

Role description:	Growth Hub Manager
Salary:	£40,000 to £45,000
Reports to:	Programme Manager

Job context

The Swindon and Wiltshire Local Enterprise Partnership (SWLEP) is a company limited by guarantee, with members from across the area, charged by Central Government with developing a sustainable and growing economy in Swindon and Wiltshire. It leads a partnership between Swindon Borough Council, Wiltshire Council and local private sector businesses. Our role is to set the overarching economic priorities for the area and to undertake activities that will drive economic growth and job creation. Taking advantage of our unique local skills mix, our Board has 17 Directors with private, public, educational and military backgrounds.

SWLEP receives funding from the Department of Business, Energy and Industrial Strategy (BEIS) to run a Growth Hub in the Swindon and Wiltshire area. The Growth Hub provides a gateway to business support in the area, helping people to start, run and grow a business. Growth Hubs are also run by the other 37 LEPs in the country and working with neighbouring Growth Hubs is an increasing trend. In Swindon and Wiltshire, the Growth Hub takes the form of an online portal which provides advice to businesses and details of business support available in the area. There is also a telephone service for people preferring to talk to an individual. Through these channels, businesses are able to access a range of business support provision, including in depth face-to-face advice. SWLEP is in the process of applying for European Regional Development Fund funding to enhance the existing service with dedicated Growth Hub 'navigators' across the area, a Start Up service, a Scale Up service, and a grant scheme for small businesses.

Job purpose

The Growth Hub Manager will be responsible for overseeing all aspects of the existing Growth Hub 'business as usual' service. This currently includes managing one staff member who is responsible for digital marketing and website content. Reporting on performance to the SWLEP Growth Hub Governance Group and Board, and to BEIS, will also be required.

SWLEP also runs a skills brokerage service known as Higher Futures. Higher Futures brokers liaise with businesses to identify skills requirements and match these with Higher Education providers who can deliver Level 4+ courses to fill the gaps identified. Work is also carried out to support businesses with Apprenticeships. Going forward, SWLEP is looking to amalgamate this service into the Growth Hub, bringing the offerings under one delivery framework and management structure.

SWLEP has also recently applied to the Ministry of Housing Communities and Local Government for European Regional Development Fund (ERDF) funding to extend the Growth Hub service currently in place through 'SME Competitiveness' funding. The proposal is to supplement the existing service with three 'navigators' who will provide face to face triage and account management services to businesses using the Growth Hub. Also to provide a Start Up and a Scale Up service delivered by two third party partners. Small grants will also be available for businesses.

The application for this funding is currently underway. Pending a successful outcome, it is planned to start this element of the service early 2020. The Growth Hub Manager will be required to oversee the implementation of the various aspects of this new delivery and ensure a smooth ramp up of all activities. Once all aspects are in place, the Growth Hub Manager will be required to manage their ongoing delivery and ensure a successful outcome for the programme.

The Growth Hub service is constantly evolving, depending on Central Government policy, funding availability and the local business support landscape. A fundamental part of this role is to 'horizon scan' for strategic developments and plan a course for the evolution of the Growth Hub offering. Subsequently to implement appropriate additions to the service that are in line its strategic direction.

Specific activities will include:

- Taking responsibility for the current performance and future development of the Growth Hub;
- Managing third party supplier of website development services to ensure that SWLEP requirements are met, on time and to budget;
- Managing SWLEP staff members working on Growth Hub;
- Managing third party supplier of Growth Hub telephone service;
- Ensuring that CRM system is used by relevant staff members and information on the system is clean and up to date;
- Ensuring that all work complies to GDPR requirements;
- Providing periodic performance metrics reporting to BEIS;
- Recruitment of staff into new Growth Hub roles;
- Line and performance management of SWLEP Growth Hub staff;
- Managing third party suppliers of Growth Hub services;
- Contributing as part of the management team to the strategic development of SWLEP and ensuring that the Growth Hub is aligned with other SWLEP activities and objectives
- Co-ordination with Wiltshire Council compliance team;
- Quality assurance of compliance and claims data submitted to government departments;
- Providing secretariat function for Growth Hub Governance Group;
- Liaising with BEIS on Central Government requirements for Growth Hubs – strategically and tactically.

Key Success Factors

- A dynamic and content rich Growth Hub website with 2,000+ registered members interacting in a community forum;
- An amalgamated Growth Hub and Higher Futures offering;
- A fully implemented ERDF SME Competitiveness programme, delivering the agreed outputs and meeting compliance and grant claim requirements;
- A deliverable vision for the future of the Growth Hub which meets local needs and sets an example for national strategic direction.

Person specification

This role requires:

Qualifications, Knowledge and Training

Essential

- Education to degree level or equivalent or can demonstrate relevant experience.

Desireable

- Project management qualification (e.g. PRINCE, PMI, APM qualifications);
- Knowledge of IT development processes, in particular website and CRM development (e.g. Agile methodology);
- Knowledge of data protection requirements (including GDPR).

Skills and Experience

Candidates would be expected to have a significant number of the following capabilities:

- A thorough knowledge and experience of public sector business support, both in terms of the issues faced by businesses, and the business support landscape;
- Good understanding of Local Economic Partnerships, local government, central government or similar quasi-government bodies;
- Experience of European Regional Development Fund projects, or similar European funded projects;
- Experience of running a business;
- Project management experience, preferably within a public-private partnership context or political organisation;
- Experience of long term planning and strategically developing a customer facing service;
- Experience of IT systems development;
- Financial acumen, including preparing, managing and reporting on budgets and spend profiles;
- Experience of leading and managing teams.
- Ability to think and act strategically

Personal Qualities and Behaviours

Essential

- An ability to work with people and stakeholders from different organisations towards a common goal, taking into account differing requirements and perspectives;
- Political sensitivity and understanding of democratic processes;
- Ability to work both independently and in a team oriented collaborative environment;
- Ability to quickly understand requirements, manage expectations appropriately and deliver outcomes;
- Flexible and able to adapt easily to shifting priorities, demands and timelines through creative, analytical and problem-solving abilities.

Other information

Travel

- Regular need to travel to different locations (for example, for meetings);

Equalities:

- SWLEP is committed to ensuring employees do not discriminate against colleagues, suppliers or third parties at work or harass or victimise others. Incidents of discrimination at work are taken seriously and employees are encouraged to report incidents via their manager.

Health and Safety:

- All employees are required to carry out all duties and responsibilities with reasonable care for the health and safety of self and others and report any potential hazards or unsafe practices to their line manager.