

ROLE PROFILE



Role profile		
Title	Senior Economic Development Officer	
Grade	GRADE G	
Reference:	NI78	
Reports to:	Economic Development Manager – Business Relationships, Partnerships or Projects	
Behavioural competency job type	Professional	
Work style Definition	Office based hot–desk/touch down worker	
Primary purpose of role	To increase inward investment in Plymouth through supporting businesses and delivering projects which drive economic growth.	
Key accountabilities and key measures	<p>Role outcomes</p> <ul style="list-style-type: none"> ▪ Work with key stakeholders (eg Chambers) to deliver economic development projects. (10%) ▪ Account manage businesses, working with other teams (eg Planning and Property) to help businesses grow. (30%) ▪ Act as ambassadors to the city at events and exhibitions. This may involve public speaking at events. (10%) ▪ Supporting key partners (LEP, businesses, Chambers, Growth Board) to develop bids, draft calls for funding and scoring bids. (10%) ▪ Preparing inward investment marketing collateral. (10%) ▪ Contract management of economic development projects, ensuring projects meet targets, financial probity is maintained and state aid rules are adhered to. (20%) ▪ Supporting businesses that have complex needs (eg restructuring or expanding) with information advice and guidance. (10%) 	<p>Role measures</p> <ul style="list-style-type: none"> ▪ Draw down of economic projects on time and in budget. ▪ Planning application responses within agreed timetable. ▪ Number of business supported to grow and invest. ▪ Funding secured. ▪ Premise searches completed.

Key activities

Relationships & Inward Investment (30%)

- Build and maintain relationships with directors/CEOs of key businesses across the city, providing them with practical support to help them grow.
- Negotiate on behalf of businesses with Council Departments and other public sector organisations to resolve barriers to development and economic growth. This may involve co-ordinated, single point of contact responses as well as smoothing planning, transport or other issues.
- Provision of market information, premises searches, signposting to funding or other services to ensure the landing of new business in to Plymouth. This may involve offering appropriate business rate relief based on thorough cost-benefit analysis followed by face-to-face negotiation with the business owners.
- Manage organisation of Plymouth City Council presence at trade fairs and investment shows including scheduling 1 to 1 meetings between key investors and senior management and creating itineraries to deliver the greatest return on investment.
- Organise and attend trade and investment shows to raise the profile of the city and promote Plymouth to national and international investors and developers influencing their investment decisions to benefit the city and wider sub-region.
- Develop and maintain relationships with national and supranational government agencies to link Plymouth businesses with the funding and support that will accelerate their growth (UKTI, Innovate UK, Interreg).
- Pro-actively and independently works to identify investment opportunities and then markets them to the private sector.
- Develop, implement, monitor and review planning applications, providing economic intelligence into key planning decisions.

Partnerships (30%)

- Organise and attend events aimed at providing advice and support to potential new businesses and promote enterprise or business support internationally.
- Represent the city at national and international exhibitions. Handle investment and business enquiries, meeting representatives from existing and potential investors.
- To be lead author, working with internal and external stakeholders, to write bid applications and secure funding up to £2m and support senior colleagues in writing bids for larger amounts.
- Understand and analyse complex funding regulations linked to EU and national funding streams and provide advice to colleagues across the council and to private and public sector partners on access and compliance.
- Awareness and ability to identify potential for State Aid non-compliance of projects.
- Committee management of Local Enterprise Partnership (LEP) stakeholder groups.
- Technical appraisal of complex multimillion pound business cases for (up to £5million) regionally strategic investment opportunities on behalf of the LEP

	<p>using HM Treasury standard 'Green Book' methodology.</p> <p>Projects (35%)</p> <ul style="list-style-type: none"> ▪ Develop, write and implement long-term economic strategy in partnership with key external stakeholders such as the University, the NHS and business leaders. ▪ Input in to long-term city-wide planning processes (the Plymouth Plan) as well as individual planning applications. Negotiate directly with developers as part of the planning process to secure the best possible outcome for the long-term economic objectives of the city. ▪ Speaks at Planning Committee in support of the Planning Officer. ▪ Undertake economic research and monitoring work. Including leading on a range of research, information and data initiatives and contributing to improvements to the operation of the team. This may involve managing external consultants. ▪ Manage external contractors up to £250k per annum, single contract. ▪ Manage complex economic development projects with multiple funding up to £1million per annum. ▪ Undertake options appraisals, reaching a conclusion with recommendation, and then brief Senior Management and Councillors where appropriate. ▪ Lead public consultation on Economic Development projects. <p>General (5%)</p> <ul style="list-style-type: none"> ▪ Proactively leads relationship building with other teams across the council. ▪ Attends to sensitive or contentious correspondence professionally and in accordance with policy. ▪ Provides coaching and support for other members of staff. ▪ Deputises for team manager. ▪ Carry out other duties appropriate to the grade of the post.
<p>Essential qualifications/ knowledge</p>	<ul style="list-style-type: none"> ▪ Degree in relevant subject (economics or planning) or substantial experience in economic development, eligibility for membership of Institute of Economic Development Officer. ▪ An understanding of the drivers of investment. ▪ Experience of project managing economic development projects. ▪ Statistical analysis. ▪ Full Driving Licence
<p>Desirable qualifications/ knowledge</p>	<ul style="list-style-type: none"> ▪ Knowledge of the planning system (RTPI). ▪ Proven track record in securing external funding. ▪ Knowledge of the HM Treasury 'Green Book' methodology.
<p>Essential experience</p>	<ul style="list-style-type: none"> ▪ Significant experience supporting the private sector, preferably working across both the public and private sector. ▪ Experience of managing multi-funded substantial projects with their competing requirements, working across private, public and community sectors.

	<ul style="list-style-type: none"> ▪ Track record of negotiating and closing deals managing complex partnerships with competing agendas. ▪ Collating, analysing, interpreting and presenting information for funding bids, cabinet reports and presentations to senior staff. ▪ Significant experience of technical appraisals.
<p>Desirable experience</p>	<ul style="list-style-type: none"> ▪ Securing EU funds. ▪ Project management. ▪ Understanding of planning or property development. ▪ Green Book evaluation.
<p>Essential skills</p>	<ul style="list-style-type: none"> ▪ Project management skills, with the ability to manage complex and conflicting agendas. ▪ Diplomacy – you will be expected to work with senior directors and managers of key businesses and investors. ▪ Management skills with the ability to manage conflicting agendas. ▪ Ability to express information, ideas and proposals effectively in a clear, concise manner, including verbally and in formal reports. ▪ Developed consultation, persuasion and negotiation skills to enable consensus building and delivery of project priorities. ▪ Long periods of concentration required when assessing or preparing funding bids. ▪ Advanced research and data analysis skills to find relevant information from multiple reliable sources in order to evaluate and inform policy. ▪ Demonstrable experience of working with multiple stakeholders, sometimes with competing priorities, in the delivery of complex work. ▪ Financial literacy with a track record of ensuring externally funded projects are delivered on time and to budget. ▪ Partnership building skills and the ability to align internal and external partners behind the LEP and Plymouth City Council inward investment priorities. ▪ Strong communications skills with the ability to deliver clear, professional advice to senior managers, LEP Board and Local Authorities across the area. ▪ The ability to negotiate solutions in complex situations. ▪ Good keyboarding skills using MS Outlook, Word, Excel and Powerpoint to produce emails, documents, spreadsheets and presentations. ▪ Driving licence and ability to travel due to the LEP location. ▪ Ability to travel internationally.
<p>Corporate standards</p> <ul style="list-style-type: none"> ▪ In accordance with Council policies and guidance on information management and security, it is your personal responsibility for data protection, client confidentiality and information governance. ▪ Act at all times in accordance with appropriate legislation and regulations, codes of practice, the provisions of the Council’s constitution and its policies and procedures. 	

- Work within the requirements of the Council's Health and Safety policy, performance standards, safe systems of work and procedures.
- Undertake all duties with due regard to the corporate equalities policy and relevant legislation.