

Role Profile

This section provides key information relating to the role

Job Title:	Economic Development Team Leader		
Post No:	P01442	Grade:	K
Team:	Regeneration and Economic Development	Location:	Campus
Responsible to:	Regeneration and Development Service Manager		
Responsible for:	Town Centre Events and Business Liaison Officer		

Overall job purpose:

To act as the lead officer co-ordinating and arranging all activities and working with businesses and other partners to help build a strong local economy. To be the lead in offering support to businesses, start ups and social enterprises.

To provide a strategic economic overview of the Borough- and work closely with planning and regeneration departments to ensure that the Borough has the capacity to support growth of employment space, skills etc. By understanding the borough's economic strengths, weaknesses, opportunities and threats.

To work with local businesses, members, officer and other stakeholders regarding economic development in the borough and policies.

Key areas of focus:

1.	Lead and direct the Council's economic development activities and act as the first point of contact for economic development queries
2.	Lead, prepare and implement the Welwyn Hatfield Economic Development Strategy.
3.	Establish, develop and maintain a successful Business Forum and manage the Council's business database. Devise and maintain an Online Business Hub to provide useful information on Council services and signposts to other websites and organisations.
4.	Market and promote Welwyn Hatfield as an excellent place for businesses to thrive- attracting new business to the borough and working with existing businesses to support their aspirations.
5.	Build and maintain productive relationships and seek to influence the objectives of key partners such as Hertfordshire Futures and local Chambers of Commerce and work with other existing partnership.

6.	Represent the Council and its economic development function by attending business forums, networking meetings, etc. and by organising Council events to support the development of strong business networks.
7.	Manage inward investment enquiries to the Council and build relationships with the commercial development industry and property agents.
8.	Work closely with key departments in relation to Council-owned commercial land and premises, in order to maximise their commercial attractiveness and future employment opportunities.
9.	Give an economic development perspective to planning policy and applications by providing economic evidence, market intelligence, monitoring of employment land/premises, debates about employment land provision, etc.
10	Identify external funding opportunities, develop businesses cases and lead bids where appropriate.
11	Prepare reports and briefings for senior managers, councillors and committees and present them as required.
12	Co-ordinate with appropriate business sectors to address or enhance skills and deliver training programmes.
13	Lead the Council's communications activity with existing businesses through a variety of channels including publications and social media.
14	Represent the council internally and externally in relevant meetings, panels, boards and consultations, including charring meetings where appropriate. Always ensure appropriate and professional conduct, and act in accordance with the council's standards.
15	To promote equality and diversity in the workplace and in the services of the Council and to deliver the Council's equalities and diversity priorities.
16	The ability to converse with ease with other staff and members of the public and to provide advice in accurate spoken English is essential for this post.
17	Any other duties that are commensurate with the level and grade of this post.

Role Requirements

The following outlines the criteria for this post.

Criteria	Essential	Desirable	Assessment Criteria
Qualifications and experience			
Degree level or equivalent in Economic Development, marketing, business growth, or professional qualification or significant experience in this area	x		AP/AS
Experience of handling inward investment enquiries from domestic and foreign owned businesses.	x		IN
Experience of preparing and critically reviewing economic impact assessments.	x		IN
Experience of procurement processes including the management of budgets and consultants.	x		AP/IN
Experience of working with commercial property agents, commercial developers, Chambers of Commerce. Experience of marketing to potential investors and business interests	x		IN
Experience of supervising/managing a team	x		AP/IN
Experience of managing budgets	x		AS/IN
Project management skills, for example PRINCE 2 practitioner or equivalent experience		x	AP
Knowledge			
Good understanding of the commercial development industry and development issues, including the financing of development and property markets.	x		AS/IN
Good working knowledge on statutory regulations pertaining to economic development, business development and regeneration.	x		IN
Understanding of the national skills agenda and Government policy on skills, innovation and business growth.	x		AP/IN
Understanding of the barriers to the labour market and successful interventions to support those individuals with most needs.	x		AP/IN

Experience and strong understanding of managing events to include managing health and safety requirements and appropriate procedures required to deliver an event	x		AP/IN/AS
Skills and abilities			
Ability to analyse a large amount of information to ensure that decision making is evidence-based and to produce and lead on strategies over the long term.	x		AS
Highly developed written, oral and presentational skills.	x		AS
Strong interpersonal and communication skills, including stakeholder engagement.	x		IN
Experience of collaborative working with a range of external organisations and external consultants to deliver successful outcomes.	x		AP/IN
Other Attributes			
Highly developed written, oral and presentational skills.	x		AP/AS/IN
Excellent problem-solving skills and attention to detail.	x		AS
Ability to develop and implement strategies, making clear, informed, appropriate and timely decisions, enabling the achievement of agreed outcomes. Ability to work under pressure and to deadlines.	x		AS/IN
Politically astute and sensitive with an ability to make progress in complex policy areas.	x		AS/IN
A full driving licence – valid in the UK.	x		AP

Assessment Criteria:
(AP) Application, (AS) Assessment, (IN) Interview

Our Values and Behaviours



Our CORE values are key to delivering our vision, plans and strategies.

Collaborative	Open	Responsible	Excellent
We work together to get things done	We behave with integrity & fairness	We take responsibility for our actions and decisions	We perform at our best & strive for excellence

It's really important that you have a genuine passion for doing a great job and our behavioural competency framework sets out how we want people to work, ensuring everyone is valued, supported and empowered.

These competencies will be assessed throughout the recruitment and selection process, as well as part of your ongoing development and progression.