

## Role Profile

<b>Job Title:</b>	<b>Business Engagement Manager</b>
<b>Location:</b>	<b>Colindale</b>
<b>Department:</b>	<b>Economy and Skills Team, Housing, Economy and Placemaking</b>
<b>Directorate:</b>	<b>Growth</b>
<b>Grade:</b>	<b>K</b>
<b>Type of Working:</b>	<b>Hybrid Working</b>
<b>Reports to:</b>	<b>Head of Economy and Skills</b>

### 1. Job Purpose:

This is an exciting time to be in Barnet. The borough is London's most populous, with over 400,000 residents, 24,000 businesses, 130,000 jobs and 30 town centres and high streets. Despite the impacts of the Covid-19 pandemic on every sector of Barnet's economy, the borough is well-positioned to bounce back, with a continued high business start-up rate and growing confidence.

Barnet Council's new administration is strongly committed to supporting businesses to fully recover from the pandemic and ensuring that those who live and work in the borough are empowered to lead change.

This role will lead on business support and enterprise aspects of the council's Growth Strategy, including development and delivery of a new inward investment service, business support activities, affordable workspace, promoting sustainability among businesses and other relevant projects.

By acting as a voice for business – and small business in particular – within the council, this role is critical to ensuring that the multitude of services, activities and interventions that affect businesses are better aligned to their needs and expectations. This role will enable the successful candidate to work across a broad portfolio in conjunction with colleagues throughout the organisation and external partners to achieve measurable impact.

### 2. Key accountabilities:

#### *Project planning and delivery*

- Lead the project management and delivery of key projects identified in Barnet's Growth Strategy, including designing, commissioning and delivering business support initiatives and other interventions as necessary to improve business survival rates, address town centre vacancies and help grow the Barnet economy.
- Develop innovative enterprise and business initiatives in line with council priorities.

- Take responsibility for managing the development and delivery of enterprise schemes in Barnet, notably business hubs, affordable workspace provision and other business support activities.
- Identify the current service provided to business and understand where it is working well and where it could be improved.
- Through consultation with colleagues and businesses, develop recommendations for the redesign and modification of business-facing council services and communications where identified improvements can be made.
- Develop relationships with London Borough of Barnet's service areas, including, but not limited to, Procurement, Communications, Planning, Regeneration, Estates, Regulatory Services, Licensing, Finance and Legal.
- Develop a communications plan to grow businesses engagement with council services.
- Test solutions with businesses to determine potential benefits.
- Lead on funding bids, with the support of the Funding Manager, to ensure the forward viability of projects.
- Analyse data, such as business start-up rates, to better understand the dynamics and needs of Barnet's businesses.
- Line management responsibilities may be required.
- Undertake any other duties as reasonably fall within the responsibility of the post.

## *Stakeholder engagement*

- Build relationships with key businesses within the borough and the region.
- Work with colleagues across Barnet Council, partner organisations and business advisory groups to identify and design improvements to the service the council provides to and for businesses and to the ways in which the council communicates with businesses.
- Provide a contact point for all business support enquiries from companies, developers, the public, external agencies and other services within the council.
- Supporting stakeholder engagement activities with businesses and others in Barnet.
- Represent the council and promote regeneration and economic development objectives related to business support and town centres in a wide range of forums.
- Lead the management and coordination of council and partner inputs into business support and enterprise strategies and schemes.

## *Governance and reporting*

- Co-ordinate, manage and monitor the performance of relevant work streams within Economic Development Team.
- Managing the production, communication, promotion and continuous review of project documentation, including project plans, risks and issues logs, as required.
- Improve processes and policies in support of organisational goals. Formulate and implement departmental and organizational policies and procedures to maximize output.

### **3. Financial Responsibilities:**

- Responsible for over-seeing business support programme of up to £2M per annum.
- Responsible for leading and contributing to the development of business cases for acquisitions in support of inward investment.
- Ensure that projects are delivered on time, to specification and within budget.
- Financial and project reporting; feeding into corporate budget monitoring as required.

- Adhering to relevant council guidelines and policies, for example for the procurement of services.

#### 4. Health and Safety Responsibilities

As a manager of the London Borough of Barnet, you are required to:

- Abide by Barnet's health and safety policy, associated arrangements for managing, and implement the manager's responsibilities set out therein.
- Complete mandatory health and safety training
- Ensure risk assessments are in place for all task/activities where there are significant hazards, including stressors that could have an adverse effect on staff wellbeing. Identify and implement controls. Ensure staff are aware of the risk assessment findings and trained in the use of controls measures.
- Monitor health and safety compliance arrangements and take action where there are concerns
- Include health and safety in regular management team meetings
- Lead by example, monitor and enforce health and safety compliance of staff

#### 5. Promotion of Corporate Values

To ensure that customer care is maintained to the agreed standards according to the council's values. To ensure that a high level of confidentiality is maintained in all aspects of work. Our values:

**Caring** / **L**earning to Improve / **I**nclusive / **C**ollaboration

#### 6. Flexibility

In order to deliver the service effectively, a degree of flexibility is needed and the post-holder may be required to perform work not specifically referred to above. Such duties, however, will fall within the scope of the post, at the appropriate grade.

#### 7. The Council's Commitment to Equality

To deliver the council's commitment to equality of opportunity in the provision of services. All staff are expected to promote equality in the workplace and in the services the council delivers.

## PERSON SPECIFICATION

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<b>Criteria</b>	<b>Essential/Desirable</b>	<b>Assessed by:</b>
<b>Professional Membership/Qualification</b>		
Educated to at least Degree level	Essential	Application
<b>Experience &amp; Knowledge</b>		
Experience working in or closely with a Local Authority.	Essential	Application
Broad understanding of regeneration and economic development; understanding of the role of local authorities, particularly in relation to business support and economic development.	Essential	Application
Experience working in a business advocacy or support role.	Essential	Application & Interview
Analysing and synthesising policy documents.	Desirable	Application
Working collaboratively across departments	Essential	Application & Interview
Knowledge and/or experience of business support with reference to the role of the council and its partners.	Essential	Application
Experience of budget management, commissioning and contract management, including an understanding of public sector procurement requirements.	Essential	Application
Demonstrable experience in bid writing for grant funding	Desirable	Application
Understanding the scope and content of current legislation and regulations which affect and impact on a range of areas of public sector policy in relation to economic development and regeneration including, but not limited to, business support, skills, employment, town centres, business rates and licensing.	Desirable	Interview

General business/commercial awareness and ability to use this to support programme improvement.	Desirable	Application
Knowledge and experience pertaining to the development and delivery of business hubs and affordable workspace.	Desirable	Application
<b>Skill &amp; Ability</b>		
Exceptional communication skills, including pin-sharp writing and strong attention to detail.	Essential	Application & Interview
Creative approaches to solving problems.	Essential	Interview
Proven stakeholder management skills, able to work with and influence council officers, businesses and partner organisations.	Essential	Interview
A self-starter with the ability to get to grips with work quickly and independently.	Essential	Interview
Demonstrable ability and experience of project and programme delivery.	Essential	Application
Excellent organisational skills, including the ability to manage own workload effectively with minimal supervision.	Essential	Application
Experience of capturing and reporting performance information and statistical data.	Essential	Application
Able to analyse and interpret statistical information and identify trends.	Essential	Application
Strong planning, organisational and time management skills, including at a strategic level.	Essential	Interview
Politically sensitive to Member and administrative issues with ability to advise and deliver to their objectives as appropriate.	Essential	Interview
<b>Values &amp; Behaviours</b>		
<b>Caring</b>		
Integrity- I work with candidates and colleagues in a way that builds trust.	Essential	Application
Support- I support my colleagues to deliver excellent services. I focus on resolving any issues and capturing lessons learnt	Essential	Application
<b>Learning to Improve</b>		
Insight- I regularly rely on evidence and professional standards to support my work and decision making.	Essential	Application

Agile-I am fully empowered to act within the scope of my role	Essential	Application
Growth Mindset- I take responsibility for my own personal development, growth and learning and support others with their learning and development where I can	Desirable	Application & Interview
<b>Inclusive</b>		
Personal Responsibility- I am curious about what is important to others around diversity. I reflect and act upon this curiosity to improve my own understanding	Essential	Application
Champion Diversity- I recognise the advantages and importance of equality, diversity and inclusion in delivering outcomes for residents, and take an active role to ensure they are implemented and integrated in everything I do.	Essential	Interview
<b>Collaborative</b>		
One Team- I actively and purposefully build my network of relationships with people across the Council and with partners. I proactively seek feedback and evidence as a way of learning from and improving the way I work with others	Desirable	Interview
Accountable- I accept responsibility for my own actions and decisions, and demonstrate commitment to ensuring these align to what is best for Barnet	Essential	Interview
Outcomes Focused- I adapt my way of working to best suit the outcome we are trying to achieve within the scope of my role and professional standards	Essential	Application