

JOB DESCRIPTION

JOB TITLE:	Enterprise Executive
MANAGED BY:	Pearl Mills
GRADE:	9

BACKGROUND

The West of England Combined Authority is seeking to appoint a Enterprise Executive to join the Enterprise Growth Hub team.

This is an exciting time to join the West of England Combined Authority. In the last year nearly three quarters of a billion pounds of new investment has been secured for the region. New plans are in place to deliver on Mayoral priorities to improve transport, skills and housing for our residents, take decisive action to tackle the climate emergency, and to support communities facing the cost-of-living crisis. There is a relentless focus on delivery to put the West of England on the map for regional, national and global success.

Led by the regional Metro Mayor, the West of England Combined Authority brings together three local councils, the Local Enterprise Partnership and works with communities, other public services, and industry to deliver for the region.

You will be a key player in making the West of England the best it can be for jobs, training and inward investment. We are delivering on bringing secure and fairly-paid jobs to the region, supporting people to gain new skills, and businesses facing economic uncertainty. We are building on our reputation as a region of innovation and creativity.

Come and help shape the future of the West of England, a place so many people are proud to call home.

THE ROLE

Reporting to the Enterprise Manager, the Enterprise Executive will play a key role within the Business and Skills directorate's 'Enterprise, Inward Investment and Trade' service to support businesses growth and investment across the region.

The 'Enterprise, Inward Investment and Trade' service is responsible for delivering indigenous business support (via the West of England Growth Hub) and inward investment activity (via Invest

Bristol and Bath), alongside a new focus on international trade, to drive a joined up and effective business account management programme for the region. You will provide a high quality professional business support service, managing a diverse portfolio of businesses relationships. You will take an independent, impartial and objective approach, to providing bespoke solutions, drawing on the collective offer of West of England Combined Authorities Business and Skills Directorate and wider.

In developing business relationships, you will work with officers across West of England Combined Authorities, economic development leads from the West of England unitary authorities, and a range of business support providers.

As an Enterprise Executive you will be supporting the delivery of the regional Mayor's priorities with a focus on securing decent jobs and training and putting the West of England on the map for national and global success

KEY RESPONSIBILITIES

This is not an exhaustive list but is designed to give the post holder a broad idea of what the role is likely to entail:

- Building professional relationships with growth businesses at a strategic level, delivering a medium intensive business support service.
- Developing a range of business diagnostic tools to support the development of a framework for structured growth to include Business Planning, finance, People & Skills and Operational Delivery.
- Using this approach, critical issues will be identified, and a measurable action plan will be constructed to tackle barriers and realise opportunities.
- Identifying and referring clients to appropriate business support schemes and programmes (local and national) to achieve their growth potential.
- Becoming deeply familiar with the regional business support landscape and financial offerings to business and how they can fulfil the specific needs of the business. Developing key working relationships with scale-up and grant providers to ensure funding opportunities are accessed by business and challenges for business across the region is shared to inform local decision making.
- Working closely with the Enterprise and Inward Investment teams to raise awareness of business support through attendance at key networking events.
- Working with West of England Unitary Authority Economic Development functions in delivering business support to increase business growth and investment in Enterprise Zones and Areas, and key sectors and clusters.
- To provide in-depth account management support to drive and monitor progress to ensure business needs are effectively fulfilled. Maintaining accurate information within the CRM system.

- Ensure that data capture and reporting is in line with BEIS requirements and relevant to demonstrate its impact and adhere to the Growth Hub's Monitoring and Evaluation Framework.
- Engage with key external stakeholder relationships in the region to support businesses (UAs, Universities, business associations, LEP champions) to share key messages and discuss GH approach to delivery.
- Play an active role internally in West of England Combined Authorities ensuring the work of the Enterprise, Inward Investment and Trade service is aligned to the work of other services and directorates.

PERSON SPECIFICATION

ESSENTIAL (MUST HAVE)

Qualifications and Knowledge

- Educated to degree level or extensive business management/adviser experience.
- Excellent understanding of the West of England business support and finance landscape.
- Good knowledge of the characteristics of the West of England economy and the business planning, finance and operational delivery across multiple sectors.
- An understanding of the issues and barriers of engaging in business support faced by small businesses.
- An appreciation of what motivates business people and what drives business growth.

Experience

- Demonstrable experience of using business diagnostics tools to support growth and the production of measurable action plans.
- Experience of working with business owners at strategic Level and challenging existing thinking to clarify future direction.
- Experience of analysing business performance and identifying solutions
- Experience of business account management and delivering programme against defined targets and Key Performance Indicators (KPIs).
- Experience of developing, presenting and achieving buy-in to proposals that will lead to business growth and development.
- Experience of developing partnerships and building long term business relationships.
- Strong administration and organising skills.

Skills and Competencies

- Ability to create strong partnerships to benefit West of England Combined Authorities Business and Skills, and specifically the 'Enterprise, Inward Investment and Trade' services, objectives.
- Ability to work without close supervision – able to prioritise, problem-solve and multi-task.
- Excellent written and verbal communication and inter-personal skills - questioning and listening to achieve a common understanding of complex issues to apply appropriate tactics and techniques on clear convincing and consistent messages.
- Ability, confidence and credibility when dealing with senior business leaders to develop, influence and advise on business relocation decisions.
- Willingness to take a flexible and adaptable approach to work, able to travel and be

- prepared to put long hours in when circumstances demand it.
- Proven planning and organisation skills with the ability to work to often tight deadlines.
- Demonstrable interest in and understanding of the business support landscape including market trends and appraising growth opportunities

DESIRABLE

Qualifications and Knowledge

- Understanding of West of England Combined Authority and Local Enterprise Partnership
- Understanding of the wider skills and employment environment.

REWARDS AND BENEFITS

Alongside a competitive salary, we offer an excellent benefits package including:

- 25 days Annual Leave plus bank holidays
- Generous Employer-Contribution Pension Scheme through the Avon Pension Fund
- Cycle to work scheme and secure bike parking
- Free eye tests for all display screen equipment (DSE) users
- Discounted monthly bus tickets
- Hybrid working to split your week between the office and home to help you achieve the best work/life balance and career goals.

We are about to move into a new bright, airy, modern office space, with all latest technology, under a 10 minute walk from Bristol Temple Meads Train Station. We offer flexible and hybrid working options too if you would rather work from home, or another suitable location.

As an equal opportunities employer, we invite applicants to contact us to identify any additional support they may need during the recruitment process.

WE PAY THE LIVING WAGE

We're proud to have been accredited as a Living Wage Employer

Living Wage accreditation means that everyone working at The West of England and Combined Authority receives a minimum hourly wage of £9.90 - higher than the government minimum for over 23s, **currently £9.50 per hour**



It also means that anyone who provides services to, or has contracts with us, must pay the Living Wage, setting the bar for good employer practices in the region. This includes those who provide services to The West of England and Combined Authority, such as cleaning and facilities management contracts, as well as those who have contracts with us - such as IT providers.