

JOB DESCRIPTION

JOB TITLE:	Senior Project and Engagement Officer
MANAGED BY:	Business Growth Project Manager
GRADE:	9

ROLE OVERVIEW

	<p>The West of England Mayoral Combined Authority is seeking to appoint a Senior Project and Engagement Officer to join the Business Growth & Enterprise team, with focus on the Youth Guarantee Trailblazer Programme. The Business Growth & Enterprise team consists of around 10 people working across a range of projects.</p> <p>This is an exciting time to join the West of England Mayoral 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.</p> <p>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.</p> <p>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, assisting people to gain new skills, and businesses facing economic uncertainty. We are building on our reputation as a region of innovation and creativity.</p> <p>Come and help shape the future of the West of England, a place so many people are proud to call home.</p>
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THE ROLE

As part of the Business Growth & Enterprise team, the Senior Project and Engagement Officer will play a leading role in increasing awareness and accessibility of the support available to employers from the Mayoral Combined Authority as part of the Employer Engagement Service, in support of Government's aims and objectives set out in the 'Get Britain Working' white paper (2024). Once engaged, they will be responsible for ensuring that the experience for businesses is straightforward and professional, leaving them with a highly positive view of the Mayoral Combined Authority and our services.

They will be working on the front line of a complex, often fast-paced environment, requiring them to be flexible and adapt to changing demands. They will need to be creative and opportunistic, while also ensuring that tasks are seen through to completion and with accuracy. They will also be working with a diverse community of businesses and individuals across the region, some of whom may have been significantly impacted by the pandemic, cost-of-living and other recent economic events. Therefore, sensitivity in communication and the ability to 'read the room' is crucial to the role.

Their actions will help deliver positive change through the Metro Mayoral priority to create decent jobs and training.

KEY RESPONSIBILITIES

- Line managing up to two staff (Project Officer and Project Support Officer)
- Account management and building strong relationships with business networks and other potential advocates to promote the Mayoral Combined Authorities support offer to employers and increase business uptake, particularly in less-engaged industries and locations.
- Identifying, proposing and acting upon new routes to engagement from employers.
- Providing direction and setting up processes to ensure that schemes are as accessible as possible to employers and appropriate communication is maintained throughout customer journeys.

- Maintaining stakeholder and advocate contact lists and ensuring that relevant parties are kept engaged and updated.
- Managing community outreach and engagement projects, including direct proactive business engagement, marketing and cold calling.
- Liaising with internal stakeholders such as the Economy & Skills directorate, West of England Growth Hub, Good Employment Charter and the wider Mayoral Combined Authority support offer, ensuring that all are up to date with each other's offers and cross-selling occurs when talking to businesses and networks.
- Working with the Communications team to develop marketing campaigns and promotional materials.
- Writing case studies, press releases, webpage copy, adverts and presentations as required.
- Leading, managing and attending events, such as organising venues and stands, issuing invitations, presenting and contributing to in-depth discussions.
- Gathering feedback from businesses and other stakeholders to identify risks, support continuous improvement and help develop new grant streams and grant bids as required.
- Deputise for the Project Manager and manage their own projects as and when necessary and appropriate and undertake other such duties and responsibilities commensurate to the grade.
- The role is highly likely to involve travel, primarily around the West of England region but further afield on occasion.

PERSON SPECIFICATION

ESSENTIAL (MUST HAVE)

Qualifications and Knowledge

- Educated to a degree level or demonstrate relevant, practical work experience of project management, including a good understanding and demonstratable use of key performance indicators and risk management. Excellent IT skills including Outlook, Word, Excel and Powerpoint.
- Strong organisational skills and experience of managing the achievement of key outcomes for your organisation, with a high degree of agency and accountability.
- Knowledge of what motivates investment decisions in businesses.

Experience

- Managing and supporting staff.
- Demonstrable experience of project management
- Working in a business-to-business development, support and/or engagement environment
- Managing internal and public enquiries by phone, email and face to face.
- Leading the design and facilitation of events including liaison with venues, logistics, invites, set up and delivery.
- Effectively evaluating and analysing data to report on programme performance and building strong robust evidence bases.
- Developing marketing and promotional materials.
- Developing documents and presentations in a range of styles and formats.

Skills and Competencies

- Ability to create strong partnerships to benefit employer support schemes and others in the Mayoral Combined Authority.
- Ability to work without close supervision - able to prioritise, problem-solve and multi-task.
- Strong project management skills, including a sound understanding, and demonstrable use of project controls and key performance indicators.
- Ability to identify and mitigate risks to delivery, instigate feedback loops and continuous improvement.
- Excellent customer service skills, with the ability to deal competently with enquiries and complaints.
- Strong influencing and negotiation skills.
- Knowledge of effective records management process specifically managing large amounts of contact details and relationship data.
- Highly self-motivated with demonstrable experience of setting high expectations for themselves and others.
- Proactive, creative and opportunistic to come up with new ideas and act on them.
- High standard of written and oral communications skills at all levels, with the ability to create reports and presentations with a strong attention to detail.
- Public speaking, able to confidently present information to individuals and groups.
- Strong team player with a highly collaborative work style.
- Self-motivated, flexible and agile with the ability to respond at pace to competing demands.
- Appreciation of the importance of discretion and confidentiality.

DESIRABLE

- Experience of working on a business engagement programme.

- Experience of administration, marketing or business development in a complex political environment or similar.
- Experience of using customer relationship management (CRM) software such as Salesforce or Microsoft Dynamics.
- Experience of carrying out data analysis using Power BI, Tableau or similar software.