

Job Description

DEPARTMENT:	Regeneration, Enterprise & Skills
DIVISION:	Employment & Skills
SECTION:	Business, Markets, and Town Centres
DESIGNATION:	Head of Business, Markets and Town Centres
GRADE:	PI0
POST NO.:	
REPORTS TO:	Assistant Director - Employment & Skills

Purpose of Job

Responsible for the Strategic development, management, and delivery of services in relation to business engagement, markets, and town centre management. Play a leading role in developing key strategic relationships with local businesses and stakeholders; oversee the efficient operation and development of the markets and street trading inspection service across the borough, and the co-ordination of the town centre management function for the borough. Manages up to 5 directly managed staff and up to 35 indirectly managed staff. Work with internal and external partners to ensure businesses have access to the full range of services required to help them start up, grow, relocate or to be retained in the Royal Borough. Overall leadership and direction of the Business Engagement and Markets & Street Trading teams.

Summary of main duties and responsibilities

1. Recruit, develop and performance manage a team responsible for business liaison and support, employer engagement, local supply chain development, SME business relocation, town centre management, social enterprise development, and the market and street trading inspection service.
2. Manage and oversee a proactive and strategic approach to business inward investment relating to SME enquiries that focuses on potential growth sectors and areas for the Royal Borough.
3. Provide a high-quality customer focussed service that delivers key Council and DRES priorities. To deliver continuous service improvement, exploring new and innovative ways to improve services and achieve goals. To ensure the services maintain a strong

customer centred focus in line with standards established by Customer First Accreditation.

4. Lead on a wide range of initiatives such as business support, procurement, and social value, and how this contributes to economic growth and meets the Council's priorities for job creation and providing alternative routes out of poverty through self-employment.
5. Be responsible for the management and development of any potential Business Improvement Districts, relevant business initiatives, including time limited funding opportunities that support growth, inward investment, and the local economy.
6. Lead on the overall Town Centre / Shopping Parades management which will determine strategic direction e.g., Town Centre Audits, Business Surveys etc.
7. Lead on income generation and the strategic development of the borough's Markets and Street Trading activities and co-ordination of town centre management function across the borough.
8. Lead on developing and managing a coordinated approach to management of town centres with both internal and external stakeholders.

Performance management, financial management and record keeping

9. Ensure that KPIs are set for the service and that data is captured to quantify outcomes and measure the impact and effectiveness of the service, including client satisfaction.
10. Responsible for the overall management of the Business Engagement team; conducting and recording PRADs, carrying out regular 1-2-1 sessions and development and review of work plans and targets.
11. Support the preparation of budgets and manage budgets in accordance with Standing Orders and Financial Regulations. To report projected variances promptly and effectively implement agreed corrective actions. This will include monitoring, managing, and reporting on income and expenditure within the relevant functions of the role.
12. Deal with enquiries from and provide advice to Council Members, Chief Officers, divisional managers, external funders, members of the public, businesses, and other stakeholder on issues pertinent to the team.
13. Prepare and present reports on business and employer engagement initiatives as required for Council Committees and other internal and external bodies.
14. Represent the Council through attendance at external meetings with other agencies and boroughs on a sub-regional and pan London level in relation to work delivered by the service.

Partnerships / Supply chain

15. Work with local, sub-regional and national partners to promote the Council's objectives for business and employer engagement and support to ensure a strategic approach.
16. Develop and maintain a network of service providers and partners to deliver a broad range of high quality, innovative and accredited business support, and town centre development services, in the borough.
17. Work in partnership with senior managers in other Council departments and other organisations (including Government departments, public sector bodies, voluntary agencies, community groups and the private business sector), to achieve team objectives, to build and maintain strong links with business related services.
18. Oversee and steer the team to provide an initial point of contact, maintain an account-managed service for businesses and employers, follow up on actions agreed to ensure that benefits are secured and ensure business satisfaction with the service delivered.
19. Liaise within Employment & Skills colleagues to improve the understanding of the Borough's business needs and how this contributes to business growth and job creation opportunities.
20. Identify and secure external funding to resource and fund business liaison and support, employer engagement, town centre development, workspace development, local supply chain development and inward investment.
21. Lead on establishing and support several strategic partnerships within the Borough, e.g., Eltham town Centre Partnership.
22. Develop and deliver programmes to help businesses benefit from opportunities arising from the Royal Borough's regeneration schemes.
23. Lead on the development and management of coordinated approach to support the safeguarding of workspace and the development of new workspace in the borough. Work with partners to support the decant and of business to suitable premises in line with economic development objectives
24. Oversee the development of supply chain opportunities for local businesses on development sites, within partner/ anchor organisations and from within the Council to ensure the delivery of the council's agenda in relation to social value and community wealth building.
25. Work with external and internal partners to establish opportunities and ensuring that businesses are client ready. Manage the development and delivery of the Council's work supporting social enterprises to benefit the sector within the Royal Borough.
26. Develop and implement the Council's campaign to increase the number of accredited Living Wage employers and support the achievement of Friendly Funder status

27. Oversee the development and on-going management of the service's CRM systems. Initiate, evaluate and secure its maintenance to ensure service effectiveness.

Communications

28. Develop and manage press and PR activity related to business and employer engagement. Ensure information is disseminated through appropriate channels, including the business section of the Council's website. Ensure a forward plan is developed and maintained in liaison with the Council's Communications Team.
29. Coordinate and support consultation and wider communication across the borough in relation to business support, social enterprise development, employer engagement, commercial premises, training, education, and regeneration issues.
30. Maintain an up-to-date understanding of policy, legislation, funding, and partnership arrangements in respect of business support, procurement, regeneration, and planning. To benchmark Royal Borough services against others and seek demonstrated achievement of high service standards by external recognition such as industry awards.

General

31. To undertake any other work appropriate to the level and general nature of the post's duties.
32. To undertake all duties with due regard to the provisions of health and safety regulations and legislation, Data Protection/GDPR, the Council's Equal Opportunities and Customer Care policies.
33. To ensure that appropriate levels of emergency planning and business continuity management preparedness are in place for the service, and that your teams are appropriately briefed on their roles in an emergency." (For managers and supervisors).
34. To be responsible for undertaking employee investigations, hearings and appeals in line with the RBG policies and procedures. (Appropriate for PO4 and above jobs only).
35. You may be required to undertake alternative, additional, or ancillary duties from time to time or transfer to another service department within the Council as the Council may reasonably direct to meet service user demand in the event of a crisis or emergency.
36. Designation of the Post to which the post-Holder normally reports to the Assistant Director for Employment and Skills