



HILLINGDON

LONDON

Job Profile

JOB TITLE	Regeneration and Economic Development Manager
POST NUMBER	29839
GRADE	POF
JOB FAMILY	3 (Service Manager)
CRB/ISA REQUIREMENTS	None
GROUP	Central Services
SERVICE	Strategic Planning and Regeneration
SUPERVISED BY	Head of Strategic Planning and Regeneration
SUPERVISION EXERCISED	Directly: Up to 6 Indirectly: Up to 10
CONTACTS	<p>Internal: Colleagues within the Council, and service users / residents and their representative bodies. Members of the Council</p> <p>External: London –wide regional, national bodies DLHUC, GLA, BEIS. Stakeholders, partners, LA colleagues. Developers, applicants, agents, consultants, and businesses.</p>

Job Description

JOB PURPOSE

Management of the Regeneration and Economic Development team, ensuring agreed team plans and performance targets are delivered and that a culture of putting our residents first and continuous service improvement is maintained.

To lead on a range of projects and initiatives delivering positive economic benefit and regeneration to the borough, securing funding for, and implementing such programmes and projects.

To implement a culture of positive planning which, in conjunction with regeneration partners will ensure that appropriate development is positively encouraged to maximise the benefits for our residents and businesses.

To identify and ensure effective and innovative development interventions which are delivered in partnership with a range of internal and external partners and maximise inward investment opportunities from external sources to help deliver physical development and regeneration in the Borough.

Lead role on building internal partnerships across all Council services, and increasing knowledge and awareness, to ensure collaborative working on any regeneration and development related activities to maximise the economic benefits for residents and businesses.

Take a lead role in promoting and developing partnership initiatives, working with external organisations such as Heathrow, Brunel University, HCUC (local college) West London Alliance and West London Business to develop and implement schemes and projects that will deliver economic growth.

To coordinate the teams' input into Business Support services and the creation of job opportunities for local businesses and residents.

Take a strategic view of development proposals and planning applications, including pre application services to maximise the economic and regeneration benefits of proposals for residents and the local economy.

MAIN DUTIES AND RESPONSIBILITIES

Core Functions

- Lead the development and implementation of the Regeneration and Economic Development team ensuring they are effectively managed, continuously monitored and reviewed, and deliver expert advice in accordance with agreed performance standards.
- Lead on the preparation and implementation of the Council's Economic Development Strategy, ensuring it complies and complements other spatial and statutory planning and policy documents.

- Identify and prioritise the economic sectors within the Borough and ensure effective and consistent horizon scanning is in place to identify opportunities for new projects and initiatives that will drive sectoral development and positive economic change.
- Be the link with partner organisations and colleagues to frame the work of the economic development team and focus resources based on business intelligence.
- Be the advocate for the promotion of Hillingdon as an investment location and a place to develop your business and staff including a specific focus on town centres.
- Develop and lead partnership working on Business Support initiatives for existing and new businesses to ensure the attraction, development, and retention of economic activity in the local economy including, upskilling, apprenticeship development, shared resourcing, skills mapping, funding opportunities etc.
- Positively engage with internal colleagues and external partners to maximise value from investments in Hillingdon, particularly planning applications and regeneration schemes to maximise economic benefits within the overall planning policy framework.
- Contribute to the initiation and implementation of projects and schemes that have an economic development or regeneration element, including the development of policy, master planning, project briefs and the development and delivery stages of schemes including promoting meantime uses where appropriate
- To provide at a senior level, specialist expert advice and guidance to officers, members, developers, the public and other stakeholders on all aspects of regeneration and economic development legislation, policy guidance and practice.
- To keep up to date on all regeneration and economic development legislation, policy guidance and best practice and ensure the service is up to date and compliant with legislation.
- In conjunction with the leadership team prepare, review, and monitor the Regeneration and Economic Development teams Policy, Practice, and related Procedures.
- Accountable for the statutory responsibilities that fall within the remit of the post.

Business Planning

- Ensure that all annual Team Plans, aligned to the Group / Service Plan(s), are developed, agreed, and communicated to team members in a timely manner. Ensure clear Service Level Agreements (SLA's) are in place where appropriate, covering all aspects of service delivery with performance and response levels, together with the escalation process if SLAs are not met.
- Implement continuous monitoring of team and individual performance and productivity to ensure the delivery of any Service Level Agreements (SLA's) are maximised.
- To ensure all purchasing and procurement is conducted in line with the corporate guidelines with appropriate use of the Council's financial systems.

- To ensure that all workforce expenditure is compliant with corporate guidance and that any temporary resource is purchased through the Council's agency contracts.
- To take responsibility for the effective management of the allocated budget for the service. Ensure delivery against allocated budgets and MTF (Medium Term Financial Forecast) saving targets.
- Identify opportunities and innovative ways to secure external funding to help deliver projects and initiative to promote the economic development and regeneration of the borough.
- Manage the implementation of improvement initiatives and change programmes using the Council's Project Management and Service Improvement methodologies.
- Play a key role in the innovation of service delivery, including the digitalisation of our services, working alongside other service areas and where appropriate partner and other organisations to achieve efficiencies and an improved customer journey.
- Provide regular reporting and analysis for the Key Performance Indicators (KPIs), both statutory and non-statutory, identifying mitigation and actions as needed.
- Ensure regular individual supervisions and team meetings are held to monitor staff performance and productivity as part of the appraisal process. Recognise success and address problem areas as part of review process with mitigation plans, as necessary.

Leadership

- Lead, mentor and train the team, providing mentoring shadowing and learning and development opportunities to ensure they reach their full potential.
- Work with the Senior Management Team to ensure that equality, diversity, and inclusion is embedded and promoted across all aspects of the service, including staff progression and retention, learning and development opportunities, assessment of development proposals and operational activity and project implementation.
- Actively support transformational activities and a cultural shift to working practices to ensure the right team for the right project. Working with the Senior Leadership Team encourage a flexible approach to project delivery within the wider team to flex resources to match demand and provide opportunities for career development.
- Ensure all team members receive the appropriate level of communication to maintain engagement with the Council's activities.
- Lead role for the Council in influencing and shaping partner organisations plans and strategic decisions, including key local & regional partners, to secure investment for economic development initiatives. These will include West London Alliance and West London Business.

Engagement

- Make positive contacts and relationships with other officers within the Council, and service users / residents and their representative bodies.

- Contribute to the provision of effective Member and staff engagement, training and learning opportunities, with responsibility for updates on regeneration and economic development issues.
- To display political and other sensitivities in the discharge of the service appropriate to a senior officer post.
- Develop and maintain relationships with key borough partners (partners with key role in prosperity of borough) e.g., Heathrow Airport Ltd, Site owners and developers, HCUC, Brunel University, Job Centre Plus, Uxbridge Business Improvement District, Chamber of Commerce, West London Alliance, and West London Business.
- To represent the service at a senior level at officer group meetings, project meetings, committee, and public meetings, and with external agencies, as necessary.
- To advise Council Members and Cabinet directly on Regeneration and Economic Development matters.

Customer

- Enhance the customer experience by supporting process and systems improvements and harness the benefits of the digitalisation agenda to drive efficiencies, streamlined processes and a focus on culture change to ensure positive stakeholder satisfaction.
- Ensure high quality communication is maintained both internally and externally with, officers, customers, members, and the general public.
- Promote greater understanding and awareness of the of the regeneration and economic development service and what it can offer to potential investors, existing businesses, and residents.
- Use social media and other marketing and engagement methods to raise the profile of the service and promote events, activities, and opportunities.

Additional Responsibilities

- To deputise for the Head of Strategic Planning and Regeneration as appropriate.
- To work outside, as appropriate, of normal working hours.
- Complete other reasonable tasks in order to fulfil role purpose or as instructed by senior management.

Continued Professional Development

To continue developing professional, leadership and general business skills through networking, attending external events, training, and general continuous professional development.

Person Specification

Regeneration and Economic Development Manager

This person specification will be used for recruitment. It will form the basis of the application form, and candidates will be assessed against aspects of this person specification at interview.

1. QUALIFICATIONS (list)	ESSENTIAL	DESIRABLE
Relevant degree or equivalent experience	✓	
Membership of relevant professional body		✓
Evidence of continuing professional development	✓	
2. STATUTORY or ROLE SPECIFIC REQUIREMENTS (describe)	ESSENTIAL	DESIRABLE
To attend Council meetings and meetings with the public outside working hours.	✓	
Capacity and willingness to work flexibly outside normal business hours in response to service needs.	✓	
3. EXPERIENCE (describe)	ESSENTIAL	DESIRABLE
Experience of managing a team of regeneration and economic development officers.	✓	
Significant, demonstrable experience in successful partnership working (private, public, voluntary or in the community) at a senior level.	✓	
Proven track record of influencing and achieving results in working with a range of organisations at a senior level.	✓	
Experience of budget management, funding programmes, grant applications and contracts preferably within a Local Government context.	✓	
Experience of delivering complex projects & programmes to time and budget.	✓	
Evidence of having brought innovation and creativity to find solutions to complex problems.	✓	
4. KNOWLEDGE & SKILLS (list)	ESSENTIAL	DESIRABLE
Extensive and up to date knowledge of best practice and issues in Regeneration and Economic Development.	✓	
Knowledge of economic development and inward investment matters and an understanding of how collaboration with regeneration and development activities can maximise economic benefits for the borough.	✓	
Ability to keep abreast of changes in national policy and legislation and update practices accordingly.	✓	
Ability to identify and implement pragmatic solutions to both technical and management issues.	✓	
Ability to build and develop a high performing team.	✓	
Proven negotiating and influencing skills.	✓	
Ability to develop effective partnerships and promote the Borough as an investment destination	✓	

Ability to work with Elected Members	✓	
Excellent ICT skills with the ability to learn and use service specific software.	✓	
5. COMPETENCIES	ESSENTIAL	DESIRABLE
“Can do” positive attitude Demonstrates a commitment to changing work practices and processes, and a willingness to try new ways of working or thinking.	✓	
Takes responsibility and delivers results Adapts to changing demands to ensure that objectives are met, overcoming problems, and making well considered decisions.	✓	
Team working Acts as a role model to others in the team, sharing knowledge and experience, when necessary, whilst respecting and valuing the contribution other team members' experiences can bring.	✓	
Communication Demonstrates well developed written and verbal communication skills; and the confidence to present reports and verbal accounts credibly to a variety of different audiences.	✓	
Customer Care Develops contacts and relationships with customer/ client groups, regularly reviewing service delivery and taking responsibility to ensure quality service provision.	✓	
Takes ownership of personal development Takes action to develop own and others' capability and knowledge by promoting and supporting developmental opportunities to improve performance.	✓	