

**ROYAL BOROUGH OF GREENWICH**

**JOB DESCRIPTION**

**DEPARTMENT** Place and Growth

**POSTHOLDER**

**SECTION** Economy and Skills

**GRADE** PO6

**POST DESIGNATION (TITLE)** Business Development and Programme Manager

Purpose of Job:

The post holder will be expected to work flexibly across the business portfolio to deliver and project management economic development priorities ranging from the evening and night time economy to the development of a market strategy. Development of the evening and night time economy for Greenwich is a leading council priority, the post holder will be directly responsible for organising and managing all engagement and stakeholder activities including the running and execution of the stakeholder assembly which forms the basis of the strategy.

This role also includes coordinating and leading marketing and promotional events to enhance the profile of the economic development team and link to priorities within the economy plan. This unique role offers the post holder the opportunity to develop a wide range of skills and experiences and gain significant profile. This is a senior high profile role, and as such responsibilities of the role will include:

Supporting the development and delivery of policies and strategies alongside developing key stakeholders. Identifying new opportunities for projects and programmes which support the council to be innovative, deliver value for money and adopt best practice. You will be responsible for leading project and event delivery, including the coordination of information sharing, monitoring and reporting progress, and reviewing key issues, risks and performance. This will be an expectation of event experience in order to curate and run events and activations. Through using research to build expertise and an evidence base you will provide recommendations to colleagues, senior officers and councillors on policies and decisions. Excellent communication and promotion of council projects, including briefing senior officers and councillors will be essential. Developing and sustaining effective partnerships with stakeholders will be key to the success of this role.

There is the potential to directly line manage up to 3 direct staff members and also the management of consultant teams including managing and co-ordinating their work alongside the management of financial elements and leading on strategic partnership working.

## Main Duties:

### **Programme Management**

- Planning, implementing, and managing specific economic, business, and town centre initiatives designed to improve the health and vibrancy of our town centres, high streets, and neighbourhood shopping areas.
- Ensuring these areas are well-maintained, welcoming spaces that meet the needs of local communities during the day, as well as in the evening and nighttime economy.
- Building and maintaining strong relationships with service leads, departmental heads, and external stakeholders to enable effective delivery of programmes.
- Leading on delivering key programmes of work surrounding evening and night time economy, development of a market strategy, reviewing existing policies in place to ensure they are fit for purpose and meets the current needs and requirements.
- Lead on the Royal Borough of Greenwich Stakeholder Assembly bringing together residents, businesses and workers to change how we do engagement and consultation.
- Leading on delivering capital programmes to support projects within the town centre, business development and street markets.

### **Business Development**

- Identifying and attracting new strategic businesses to town centres, markets, and street trading locations.
- Working on developing specific proposals for youth markets within our town centres.
- Leading on researching opportunities to generate income from town centres and other public spaces.
- Collaborating with internal and external stakeholders to develop strategies that enhance the appeal and functionality of these areas and execute these strategies.
- Improving how we connect with potential businesses to ensure they choose the Royal Borough of Greenwich to start their business.
- Commission feasibility studies to improve and build on programmes established within the town centre.
- Creating a workstream focused on supporting businesses to more sustainable.

### **Stakeholder Engagement**

- Building and maintaining strong strategic relationships with stakeholders, businesses, residents, and other relevant parties.
- Pioneering a stakeholder assembly session for the creation of the night time economy work, changing how the Royal Borough of Greenwich undertake engagement.
- Utilising commonplace platform all engagement and using this platform as a basis for robust analysis.
- Communicating effectively, addressing concerns, and ensuring that initiatives align with the needs and interests of all communities.
- Undertaking new and innovative extensive engagement campaigns to support our work in the development of new policies and strategies ensuring representation from all groups.

- Raising the profile of trading opportunities in the borough through events, promotions and social media campaigns.
- Creating distinct events and campaigns in the town centre focused on street trading and youth trading in particular.

#### **Other duties**

- Contribute to the Council's plans and strategies, including economic development and regeneration strategies.
- Be available to work weekends and evenings as and when required.
- Deputise for the Head of Service when required at meetings and to represent the Royal Borough of Greenwich at strategic partnership meetings.
- Carry out duties with regard to the Council's equal opportunities policy.
- Undertake any other allocated duties commensurate with the grade.
- 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.
- To perform all duties in line with Council's staff values showing commitment to improving residents lives and opportunities, demonstrating respect and fairness, taking ownership, working towards doing things better and working together across the council.
- 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.

Designation of the Post to which the Post-Holder normally reports to: Head of Business, Markets and Town Centres.