

WHERE
CAREERS
THRIVE

When potential
is unlocked,
talent *thrives*



West
Northamptonshire
Council

Job description and person specification

Business Growth Account Manager

Economic Growth and Inward Investment, Communities and
Opportunities Directorate

Thank you for your interest in this role. Our vision at West Northamptonshire Council (WNC) is: 'to make West Northants a great place to live, work, visit and thrive'.



West
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We truly stand by this and work hard every day to make this a reality, and at WNC it's about our people. People who thrive with ambition, bring new ideas, demand better ways of working, care about every detail, and who never shy away from a challenge.

Our culture is a gateway for new experiences. A place to forge new opportunities. To empower you in your career and unite you with like-minded people. When potential is unlocked, talent thrives.

Purpose and impact:

To ensure that the Council maximises opportunities and outcomes relating to economic growth and investment (including those associated with external funding) to deliver against the Council's Corporate Plan aiming to make West Northamptonshire a great place to live, work, visit and thrive.

The post holder will focus on the delivery of high profile, high value, and high quality business growth projects and business engagement with the top 100 businesses in West Northamptonshire to ensure that West Northamptonshire maximises opportunities and outcomes associated with economic development.

To deliver dynamic and innovative initiatives for economic growth throughout West Northants with a focus on business support, capitalising on the world-renowned employers and businesses within the area.

To act as a key delivery officer in respect of activities to promote West Northants as a destination for business growth (through activities such as events, exhibitions, promotional activities and account management).

To influence and engage both internally and externally, and develop and maintain strong working relationships with a wide range of partners/stakeholders. To raise West Northamptonshire's profile at national and international levels.

Accountable to:

This role is accountable to the Inward Investment and Business Growth Manager. The role sits within Economic Growth and Inward Investment Service, part of the Communities and Opportunities Directorate in West Northamptonshire Council.

Responsibilities:

1. Support the development and articulation of the local offer for businesses in West Northamptonshire, providing a compelling case for the top 100 businesses to remain in West Northamptonshire, promoting it as an excellent place to grow their businesses, creating greater economic benefits and increased numbers of jobs.
2. To help develop and deliver a key account management programme for key businesses (top 100 businesses) within the area to capitalise on opportunities and overcome barriers to business growth and expansion.
3. To provide a key point of contact for the top 100 businesses in West Northamptonshire, working with internal and external stakeholders to resolve issues and unlock any barriers to sustainable economic growth.
4. Understand and work with the business community, developing and maintaining relationships with businesses of all sizes (through an account management approach where appropriate), but focussed on those with the greatest potential for growth and impact.

5. To prioritise business growth opportunities according to the scope of potential economic benefit and alignment with sector growth strategies and high-level council priorities.
6. To drive delivery of activities in the sectors within the West Northamptonshire with the greatest potential for growth which aim to support business growth including where there is more and higher value job growth.
7. To build strong relationships with relevant partners and stakeholders to enhance the business growth ecosystem, working collaboratively to achieve greater opportunities to support business development and growth. For example exploring opportunities for joint bidding and projects
8. To identify and lead the development and delivery of business growth projects (e.g. activities to support innovation), within approved budgets.
9. Support the development, promotion and delivery of business-related events and exhibitions related to the vision and objectives of the service area.
10. To manage the procurement and delivery of specialist consultancy advice when required to support the delivery of inward investment and business growth.
11. Deputise for the Inward Investment and Business Growth Manager as required, including informal and formal council meetings where appropriate and necessary.
12. Actively challenge and seek to eliminate any directly or indirectly discriminatory practice or behaviours.
13. Demonstrate awareness and understanding of other people's behavioural, physical, social and welfare needs and ensure that reasonable care is taken at all times for the health, safety and welfare of yourself and other persons.

This job description reflects the major tasks to be carried out by the post holder and identifies a level of responsibility at which they will be required to work. In the interests of effective working, the major tasks may be reviewed from time to time to reflect changing needs and circumstances. Such reviews and any consequential changes will be carried out in consultation with the post holder.

Person specification:

The requirements for the role are outlined below and will be part of the selection process. Each of the criteria listed below will be measured by:

(**A**) Application Form, (**T**) Test, (**I**) Interview, (**P**) Presentation, (**D**) Documentation.

Minimum levels of knowledge, skills experience and qualifications required for this job.

Skills and abilities:	Essential / Desirable	Measured by
Ability to work under own initiative, prioritising workload accordingly.	Essential	A, I
Ability to develop and maintain strong working relationships with a wide range of partners, including internal and external stakeholders and develop a positive personal and organisational profile and build relationships to a very high level.	Essential	A, I
Ability to act effectively as an advisor on business growth to managers at all levels of seniority, including external agencies and other forums.	Essential	A
Effectively skilled at presenting and delivering high-profile reports/presentations to audiences internally and externally across all seniority levels.	Essential	A, I, P
Excellent written and oral communication skills	Essential	A, I, P
Ability to use a customer relationship management (CRM) system to document business engagement activity and account plans	Essential	A
Ability to demonstrate awareness and understanding of equal opportunities and other people's behaviour, physical, social and welfare needs	Essential	A
Demonstrate effective use of Office 365 (incl. Teams, OneDrive, etc.) or willingness to undertake training during the probation period.	Essential	A

Knowledge:	Essential / Desirable	Measured by
Knowledge and understanding of the dynamics and complexities of the public sector and specifically the local government environment and its impact on service provision, staff and relationships with key stakeholders.	Essential	A, I
Detailed understanding of issues relating to business growth, resilience and inward investment	Essential	A, I
Understanding of the factors which impact business growth opportunities and experience in enhancing these accordingly.	Essential	A, I
Clear understanding of local/regional/national economic and business development drivers.	Essential	A
Knowledge of businesses, how they operate, what their drivers are and what challenges they face for growth	Essential	A, I

Relevant experience:	Essential / Desirable	Measured by
Experience of designing, leading, negotiating, influencing and delivering complex partnerships / projects	Essential	A, I
Experience in delivering economic development/business support services.	Essential	A, I
Experience of account management, preferably working with similar organisations – large private sector organisations	Essential	A, I

Proven track record of developing and leading collaborative partnerships with stakeholders across the public and private sectors	Essential	A, I
Proven track record of delivery and performance management of economic development projects and programmes (especially business growth), on time and to budget	Essential	A, I
Experience of commissioning, managing and monitoring projects and suppliers related to economic development with a focus on business and enterprise activity.	Desirable	A

Education, training and work qualifications:	Essential / Desirable	Measured by
Relevant qualification or equivalent experience e.g. economic development, geography or comparable attainment by experience	Essential	A, D
Evidence of continued professional, managerial and personal development	Essential	A, D
Prince2 Completion - Completion of the Prince2 foundation qualification	Desirable	A

All appointments are subject to standard pre-employment screening. This will include identity, references, proof of right to work in the UK, medical clearance and verification of certificates.

Additional pre-employment checks specific to this role include *None*

Day-to-day in the role:

Hours:	37	Primary work base:	One Angel Square
Job family band:	PS07	Worker type:	Flexible
Salary range:	£36,734 - £39,278	Budget responsibility:	
People management responsibility:	None		

Working conditions & how we work:

We are open to discussions about flexible working.

This role has been identified as a part-flexible worker type, this means that you will be able to worker from other work locations and when not working from an office you will be working remotely for up to 3 days a week (including from home).

Our organisational values and behaviours

Everything we want to achieve for West Northants depends on having the right people in place and doing the right things and we want all colleagues to THRIVE, both personally and professionally. Our values and our behaviours framework underpin how we work and what partners and customers can expect from us. We want to do our very best for our residents, service users and businesses and for our staff – we want everyone to THRIVE.

T Trust	We are honest, fair, transparent and accountable. We can be trusted to do what we say we will.
H High Performing	we get the basics right and what we do, we do well. We manage our business efficiently.
R Respect	we respect each other and our customers in a diverse, professional and supportive environment.
I Innovate	we encourage curiosity, we are creative and seize opportunities to grow individually as an organisation and as an area.
V Value	We continually strive for best practice and ways of improving existing procedures, practices and systems and thereby promoting efficiency and cost effectiveness
E Empower	we believe in people, will listen, learn and trust them to make decisions. We help people to realise their ambitions.

“Valuing colleagues as individuals and encompassing our different perspectives to deliver our collective ambitions. One West inclusive culture”

When potential is unlocked, talent *thrives*

Choose a career that offers you a true sense of achievement, fills you with pride and challenges you in a positive way, everyday.

The benefits of a career at WNC include:

- **People** are at the centre of everything we do. Without our people, we wouldn't be able to deliver services to the people in our community.
- **Ambition** runs through everything we do at West Northants Council, we nurture and develop our people's ambition and willingness to succeed, to continually improve the service we provide to the community.
- **Care** is at the heart of West Northants Council, we care in so many ways; seen and unseen, helping our colleagues and community to thrive.
- **Flexibility** is key, we know work-life balance is critical to wellbeing, so we work hard to make sure our benefits package promotes and improves wellbeing; from annual leave, sick pay, family leave and flexible working, financial security offered by a local government pension scheme and life assurance, and discount schemes which make a difference to your day-to-day life, through to employee helplines offering free legal, health, financial and wellbeing advice and support.

We want you to have balance and be happy.

