

## ASHFORD BOROUGH COUNCIL

### JOB DESCRIPTION

<b>JOB TITLE:</b>	<b>Head of Economic Development</b>
<b>GRADE:</b>	MG4
<b>POST NUMBER:</b>	5097
<b>DIRECTORATE:</b>	Chief Executive (Economic Development)
<b>RESPONSIBLE TO</b>	Chief Executive
<b>JOB SUMMARY:</b>	<p>To bring together and co-ordinate the efforts of partner agencies to handle economic development issues in a comprehensive way to provide a strong basis for Ashford's future prosperity.</p> <p>To manage the Council's Economic Development function, including, Town Centre, Tourism, Heritage, and Arts and Cultural Industries.</p> <p>Deliver a quality; well- focused service drawing that promotes economic development, and a sustainable development future that helps to balance employment growth and housing.</p> <p>Drive forward key strategic projects that will improve the economic vitality of the area through the delivery of commercial employment space.</p> <p>Manage the design and commissioning of promotional activity with the Council's Communications team in particular the marketing strategy and the PR in relation to the growth and business economy of the Borough.</p>
<b>ROLE REQUIREMENTS:</b>	
1.	To contribute positively towards the achievement of the Council's Corporate Strategy and corporate initiatives and to promote a corporate approach to the Economic Growth of the Council.
2.	Act as the lead point of contact, subject specialist and advisor to the Council, and information source on issues relating to economic development in the area, taking the lead in specific Economic delivery projects where appropriate. (Such as the delivery of Newtown Works, Project Green and supporting the delivery of Town Centre Reset).

3.	Provide regular updates to the Leader of the Council, Chief Executive and the Councils Leadership team.
4.	Develop strong links with all key partners and demonstrate leadership and the ability to work positively with them to secure the very best outputs for the Borough's economy.
5.	Assist developers of commercial employment space through the process of obtaining statutory and any other consents, to ensure the delivery of the Councils corporate goals.
6.	Lead the team to ensure the timely and coordinated delivery of key Ashford town centre developments. Work with all retail providers to ensure wherever possible sustainability in the Town where appropriate. (Town Centre Reset focused, delivery of plan and outcomes)
7.	Develop and implement a promotion strategy for economic development, and Tourism closely linked to other Council promotions and working closely with Locate in Kent, Visit Kent and manage the design and commissioning of promotional activity with the Council's Communications team in particular the marketing strategy and the PR in relation to the growth and business economy of the Borough. (Visit Ashford and Tenterden, Love Ashford, AshfordFor)
8.	Manage the function's monitoring and information systems, including property availability, industrial enquires and the services budget to ensure a service plan is deliverable.
9.	Manage the delivery of Business Support and other initiatives through service level agreements with service providers. Act as the Council's officer representative on the Chamber's Planning and Economic Development Committee and continue to work with Kent Invicta Chamber of Commerce to promote Ashford as a business location in Kent.
10.	Be aware of grant/funding opportunities and co-ordinate the submission of bids for external funding of economic development initiatives.
11.	Act as lead officer for the Council on the East Kent regeneration strategy.
12.	Take general responsibility for leading a Council Corporate Group on funding availability, best practice and mutual support.
13.	Prepare and assist with the preparation of reports for, and if appropriate attend, Cabinet meetings, Member task groups/Boards, Committees, Scrutiny meetings or all other meetings as directed.

14.	Act as spokesperson on economic development issues with the media when required.
15.	Set up a framework to provide economic activity forecasts, including unemployment trends, labour markets, vacancies, demographic changes, tourism growth and the preparation of reports on economic policy options.
16.	Represent the Council at the Ashford Strategic Delivery Board on projects that are cross cutting and will require strategic and sensitive negotiation and development with key partners such as KCC, SELEP, KMEP etc.
17.	Work with planning to identify future commercial employment sites as part of the development of a new local plan.
18.	Champion investment in Ultra-fast Broadband throughout the borough from government initiatives and commercial investments.
19.	Support the Arts and Cultural Industries Manager in developing cultural organizations, cultural infrastructure and activity, to improve the sense of place and economic vitality of the Borough.
20.	<p><b>Equal Opportunities</b></p> <p>a) To promote equality of opportunity in employment and service provision, and eliminate unlawful discrimination.</p> <p>b) To recognise that people have different abilities to contribute to the Council's goals and performance and to take necessary action to give everyone a chance to contribute and compete on equal terms.</p>
21.	<p><b>Emergency Planning</b></p> <p>a) To participate as required in the Council's Emergency Planning operations including undertaking training and exercising as directed</p> <p>b) To participate in the response to an emergency which may involve duties outside your normal job description and at times outside your contracted hours.</p> <p>c) To participate in the recovery stage following the emergency.</p>
22.	<p><b>Business Continuity</b></p> <p>In the event that an incident has occurred which disrupts the Council's ability to deliver its critical functions, to undertake duties within your competencies in other departments and/or at other locations.</p>

23.	<p><b>Data Protection</b></p> <p>To ensure that data quality and integrity is maintained and that data is processed in accordance with Council policy, the Data Protection Act, the Freedom of Information Act, and other legislation.</p>
24.	<p><b>Health and Safety</b></p> <p>All employees have responsibilities under The Health and Safety at Work Act 1974. These responsibilities are laid out in the Council's Health and Safety Policy, available on the Intranet or from Personnel.</p>
25.	<p><b>Safeguarding</b></p> <p>Adhere to the council's safeguarding policies and procedures and undertake relevant training in order to help protect children and adults at risk of harm within the borough.</p>
26.	<p><b>Additional Duties</b></p> <p>To undertake any additional duties of a similar level of responsibility as may be required from time to time.</p>
<p><b>OTHER CONDITIONS:</b> Essential Car User</p> <p>NOVEMBER 2021</p>	

## PERSON SPECIFICATION

<b>JOB TITLE:</b>	<b>Head of Economic Development</b>
<b>POST NUMBER:</b>	5097
<b>DIRECTORATE:</b>	Chief Executive (Economic Development)

	<b>Essential</b>	<b>Desirable</b>
<b>EDUCATION &amp; TRAINING/ QUALIFICATIONS</b>	<ul style="list-style-type: none"> <li>➤ Degree level Qualification in relevant Business degree</li> </ul>	<ul style="list-style-type: none"> <li>➤ MA Business related</li> </ul>
<b>EXPERIENCE</b>	<ul style="list-style-type: none"> <li>➤ At least 5 years</li> </ul>	
<b>SKILLS &amp; KNOWLEDGE</b>	<ul style="list-style-type: none"> <li>➤ Worked in Economic Development</li> <li>➤ Understands the drivers around Business preferred locations</li> <li>➤ Understands funding streams that may benefit business opportunities</li> <li>➤ Worked on sensitive negotiations to deliver business outcomes</li> <li>➤ Worked with strategic partners at Board Level</li> <li>➤ Understand LA member needs and corporate plan delivery</li> <li>➤ Managed complicated Budgets</li> <li>➤ Demonstrates Leadership skills and relationship building.</li> <li>➤ Manages staff</li> </ul>	<ul style="list-style-type: none"> <li>➤ Worked in the private sector in Business development</li> </ul>

<b>OTHER REQUIREMENTS</b>	➤ Driving License	
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<b>OTHER ESSENTIAL REQUIREMENTS TO CARRY OUT POST:</b>
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## KEY COMPETENCY AREAS

Our Competency Framework has been developed and reviewed over several years in order to achieve a set of professional and key behaviours that our team display every day within our roles.

It applies to every member of staff, regardless of their role or service that they work for. It considers best practice but also the level at which our team members work in different areas of their job. So although the competency itself will apply to all levels, how it is evidenced within the individual job role may vary.

The competencies will be used for:

**Recruitment and Selection** – interview questions will be based on these key behaviours to ensure we are bringing the right people into the organisation.

**Performance management including appraisals** – to keep checking that we are all displaying the right behaviours that will ensure the success of the council's aspirations

**Training and development** – to help our teams and individuals focus on developing key behaviours and characteristics



The 9 basic competencies fall under our three values which are integral to the way we do things around here:

AMBITIOUS	CREATIVE	TRUSTWORTHY
Positive	Innovative	Professional Behaviour
Continuous Improvement	Open to Change	Accountable
Commercial and Enterprising	Decision Making and Problem Solving	Communication